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PRINTERS' INK

A IOURNAL FOR ADVERTISERS

Vol. CLXX, No. 8

NEW YORK, FEBRUARY 21, 1935

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"Good WILL," says a famous decision of the United States Supreme Court, "is the disposition of a pleased customer to return to a place where he has been well treated."

"Good will," says our client, the Emigrant Industrial Savings Bank, "is the confidence of depositors in a bank's integrity, and in its desire and ability to be of friendly service to all."

"Good will," says Advertising Headquarters, "is public and private response to consistent advertising, skilfully, humanly contrived and placed."

For the fifth consecutive year, the Emigrant Industrial Savings Bank continues advertising in the highly competitive New York City area through N. W. Ayer & Son, Inc. Money invested wisely to create good will is yielding its rich return! 220,000 depositors, \$375,000,000 assets in 1930. 291,000 depositors, \$469,000,000 assets February 1st, 1935.

N. W. AYER & SON, INC.

Advertising Bendquarters Washington Square, Philadelphia NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROFT LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO From THE NEW YORK TIMES, Sunday, Jan. 27, 1935

Watch Concern Credits Mickey Mouse With \$5,000,000 Sales in Year and a Half

While Mickey and Minnie Mouse, aboard the toy trains of the Lionel ("due credit must be acknowledged," The concern has increased like y Mouse has gone into big business and the hours, has helped to sell some to the minutes and the hours, has helped to sell some to the work of the minutes and the hours, has helped to sell some to the work of the minutes and the hours, has helped to sell some to the work of the minutes and the hours, has helped to sell some to the work of the minutes and the hours, has helped to sell some to the work of the minutes and the hours, has helped to sell some to the minutes and the hours, has helped to sell some to the minutes and the hours, has helped to sell some to the minutes and the work of the minutes and the total and the work of the minutes and the minutes and the following the minutes and the work of the minutes and the minutes and

AN APPRECIATION

by Kay Kamen

Exclusive Representative, Walt Disney Enterprises, Inc.



The success of Mickey Mouse Watches brings big credit to Mickey Mouse, the Ingersoll-Waterbury Company and the Federal Advertising Agency.

At the darkest point in the depression the new management of the Ingersoll-Waterbury Company embarked with Mickey Mouse upon his time-telling career. It took vision and courage to make the necessary investment in designs, tools and a promotional campaign.

This campaign was planned and executed by Federal products Advertising Agency, New York. It was swift in spreading the sugge the news to jobbers, retailers and consumers. It kindled instant enthusiasm and developed this enthusiasm into impressive gains for the whole Ingersoll line of timepieces. Federal may point to the Ingersoll-Mickey Mouse Promotion as work not merely creditable but outstanding. As an "Interrupting Idea" it worked out perfectly.

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PRINTERS' INK

NEW YORK, FEBRUARY 21, 1935

This Week WHY is a woman like an ad-

vertisement? The question opens the door to several answers. One might be that they both disseminate information-and you can't talk back,

successfully, to either.

Looking into the matter more deeply, however, Amos Bradbury discloses this week that the similarity between the feminine sex and advertising really is economic and social; and this is but one of a number of telling facts that he'd like to tell to some women's club. Under the title, "To the Ladies," and in the lead-off position in this issue, Mr. Bradbury pays his respects-in currency somewhat despect—to the consumers' profes-sional friends; and, to offset and refute and cancel their blurry notions of advertising economics, he talks straight stuff and sound

With the women's club still in session, C. B. Larrabee might step to the platform and tell the ladies, confidentially, that as buyers for the household most of them are in a position highly advantageous. For, labels or no labels, they really know more about merchandise than do the merchants. Addressing man-ufacturers, Mr. Larrabee points out, right pointedly, that dealers don't know the manufacturers' ederal products. Of course, the indieading cated remedy is dealer education. He suggests how and wherein.

When an agency solicits an account it sometimes is wise for f time-the solicitors to take along a basket of groceries. Always it's Mouse advisable for the agency to know

the solicitee's business-even his industry's specialized terminology and nomenclature. This week an agency manager recounts some agency solicitations that succeeded and some that flopped. And he tells why.

Another way to sell a man is to throw your product out of his window. For instance, stockings. Writing of "Barnum Salesmen, John J. McCarthy reveals how Joe Leblang kept tossing merchandise out of a Fifth Avenue window until the buyer wilted. Also, how the stockings were retrieved.

"There!" exclaims the indus-trial advertisor. "That's done! The advertising schedule is finished." Well, up-wells an anonymous industrial advertising man, it isn't. It has just begun. You've established the schedule for space. The big job now is to create that with which the space shall be filled. He quotes examples that are pretty bad, and, to balance the account, other examples that are

Answering a reader's inquiry, PRINTERS' INK wades deeply into the subject of radio contests, offers suggestions, and sounds warnings. A radio contest is no picnic. A prospective contest sponsor ought to answer two questions:
(1) Why shall I hold a contest?
(2) What shall I be getting into?

In the oil industry, stripping has nothing to do with burlesque. To stop the waste of natural gas from stripping plants, the Pan-

tStand-vol. CLXX, No. 8. Weekly. Printers' Ink Pub. Co., 185 Madison Ave., N. Y. Subscription 53 a year, U. S. Intered as second-class matter, June 29, 1893, at post office, N. Y., under the Act of March 3, 1879.

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handle Conservation Association, in Texas, is using advertising to educate Panhandle citizens.

In Washington, while the Administration's pendulum swings to the right, officialdom still busies itself with the putative interests of the consumers; and manifestations of inspired consumer consciousness continue to spot the national map. PRINTERS' INK'S Washington bureau reports: Consumer movement grows.

Charles Austin Bates, who has been around some in advertising, too, offers a word for net billing. His text is a passage from the A. N. A. study of agency commission—"inasmuch as the advertising agent is the agent of the advertiser."

Carrying forward his autobiographical notes, A. Wineburgh, veteran advertiser, recalls his experiences with famous early advertisers—how Carter's Little Liver Pills offered to decorate New England street cars free of charge, how Bromo Seltzer established its credit, and how a Western brewer, every time he went to Europe, created a parade to see him off.

To the jury rail comes Charles Wesley Dunn as counsel for the defense; and right ably and eloquently does he sum up for the collaborated food-and-drugs bill known as S. 5. The new S. 5 he urges, incorporating as it does a number of features that Mr. Dunn wrote into the McCarran Bill, is by no means bad. In fact, insists its ardent advocate, it's good.

New streamlined golf ball enters the market under the name of Burbank * * * Chatham muslin sheets and pillow cases now sold to specifications.

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ONE of the reasons The New Yorker pulls so well for advertisers is because its readership likes The New Yorker so much.

One reason for that is that The New Yorker spends just about the highest price per reader for its editorial contents—as a result of which it enjoys one of the highest net circulation revenues.

The reader gets so much value that we don't have to pay circulation dollars to sell him.

That is why your advertising dollar goes such a long way.

THE NEW YORKER, 25 West 45th St., N. Y.

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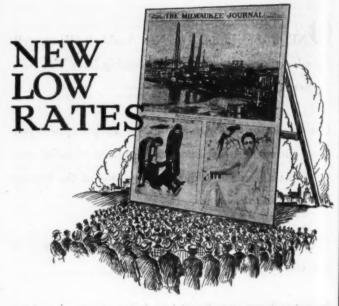
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Class-



where you reach EVERYBODY

EVERYBODY reads the Roto Picture section. On the basis of readers per dollar it has always been one of the best advertising investments. Now The Sunday Milwaukee Journal makes roto a better buy. Performance, discounts are offered for one year, to interest more advertisers in this attention-getting medium. A page rate can be earned which is only 10 per cent more than a Sunday R. O. P. black and white page. Try a test campaign in Sunday Journal Roto—and watch it reduce your sales and inquiry costs!

THE MILWAUKEE JOURNAL

O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, Los Angeles, San Francisco

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To the Ladies

A Speech about Advertising That Mr. Bradbury Would Like to Make to a Woman's Club

By Amos Bradbury

GOOD afternoon, ladies. It is a pleasure to be here today, and discuss advertising with you. Your little club, I am told, is part of the great General Federation of Women's Clubs. So, in a sense, you are the folks who make Congressmen, Senators and Department heads of the Government stand on their hind legs and demand changes in the way goods are sold and marked and distributed.

You heard about advertising, perhaps, in one of Mr. Tugwell's bulletins or Henry Wallace's "Consumers' Guide." You are here

today to discuss it. You don't like it, I gather from one of your previous speakers. It is now fourthirty. I shall talk for only a few moments but may I remind all you ladies present, including the one in the green dress who just gave me a mean look, that none of you would be here to take a crack at advertising if it were not for advertising. It helped produce the saved time you took to come here today. You would be home bending over a hot stove or digging a winter vegetable out of its cold storage place in the cellar. When you speak, as one of you just did, about being protected against the advertiser and his "monopoly," you are asking to be protected against progress and the new leisure you now have. And none of you means it when you stop to use your brains for a minute.

Ladies, your kitchen sink of the proper height, your dishwasher, your oil furnace, your automatic refrigerator, your better kitchen utensils, all were made possible by advertising which made them known and made you want them.

Mrs. Smithers, who preceded me

as a speaker, called advertising an economic waste. She doesn't know what she is talking about, and her husband is afraid to tell her the truth, she being a big, husky specimen of a woman and he so small. Will she ask to go back to grandma's old kitchen and coal scuttle, the soup bone, the mouldy crackers?

Ladies, you take all your comforts and time-saving devices created by advertising too doggone much for granted. That old lady whose trip from France was recorded in The New Yorker could tell you. She was totally unimpressed by our Rainbow Rooms, vehicular tunnels, Century Progress, cocktail bars and other evidences of our civilization. But when she sailed home on the Rochambean, she carried up the gang-plank in triumph an ordinary American garbage pail-one of the kind with a lever you push with your foot to make the top fly open.

It doesn't seem wonderful to you, but the old lady knew the sensation it would make back in her home town in France. She





BATTEN, BARTON, DURSTINE & OSBORN, Incorporated, ADVERTISING TW YORK



knew how amazing it would look to those friends of hers, who, over the years, had bent their tired backs when a simple push of the toe could have saved all that hard work.

If you don't understand how advertising made that simple labor saver and all the others possible, ask your husband or your pastor. Or, just as well, I'll quote our President who said at a New York Convention, when he was Governor, on June 18, 1931:

"It is a generally recognized fact that the general raising of the standards of modern civilization among all our people during the last half century would have been impossible without the spreading of the very knowledge of those higher standards by means of advertising."

Quote that one to Professor Ezekiel, Mrs. Smithers.

Where Women Still Wash Clothes on Stones

The old lady I mentioned, who took the garbage pail back to France, could tell you what the President meant when he said that. She could tell of a province in her country where there are waterfalls, and electric power is cheaper than anywhere in the United States, including the Tennessee Valley. women still wash clothes kneeling on gray stones at the side of running brooks, and there aren't as many washing machines in the whole province as there are in two wards in Cleveland, No advertising there to create a want which in turn creates a product.

Now as for you, Mrs. Ginsberg, you were saying a while ago that you are a subscriber to Consumers' Research and you know how much wicked advertising costs the wo-men of this city. You mentioned canned soups. Now, Mrs. Ginsberg, a look at you indicates that you were a grown woman in 1898 when the boys marched off to the tune of "Goodbye Dolly Gray."

In that year, my dear madam, the Campbell Soup Company made and sold 500,000 cans of soup. cost them, according to a statement by the president, 14 per cent for ad-

vertising, making the soup known, More women got to know how much easier it was to open a can than to fuss with a soup bone, some vegetables and a hot stove. They wanted more time to sit around and argue about things they've seldom troubled to find the facts about.

So Campbell was able to turn out more cans, millions a week. Your husbands will have some for supper, maybe, if you get home a little late.

Well, Mrs. Ginsberg, when more people bought more cans it cost less to advertise each can. As far back as 1923 when production was less than now, Dr. Dorrance, then president of the Campbell Soup Company, made the statement that the "cost of the advertising in a single can of soup is 17/100ths of 1 cent."

There are thirty-four distinct ingredients in a can of Campbell's vegetable soup as follows:

Condensed Meat

Type)

Carrots (Chante-Broth nay) Sweet Red Pep-Tomato Puree pers Peas (Fancy No. Leek (from their 2 Alaska) own farms) Celery (Snow Yellow Turnips White) (Diced) Lima Beans Jersey-grown (Baby) Okra White Potatoes Country Gentle-(Diced) man Corn Cabbage Barley (Pearl No. 2 Size) (Chopped) Sweet Potatoes Rice (Whole (Diced) Grain) Parsley (from Alphabet Macatheir own roni farms) Bay Leaves Onions (Mild Soup Herbs

Yet a can costs only 12 cents, Mrs. Ginsberg. See how much it would cost you to make the equivalent of a can, not including your extra labor and the gas you would

Seasoning

You pay less than one mill for all the advertising done by Loose-Wiles when your buy one ten-cent package, and I'll give you similar examples by the yard if you want.

And sometime when you are (Continued on page 102)



More New York City women paying over \$20.00 for Spring coats are reached in their homes per advertising dollar by The New York Times than by any other newspaper. — From Polk C on s u mer Census.

RUSSEK'S Fifth Avenue portals welcome a constant stream of women attracted by its style announcements. More Russek's fashion advertising last year appeared in The New York Times than in any other newspaper.

The New York Times

NET PAID SALE AVERAGES 470,000 WEEKDAYS 730,000 SUNDAYS

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Advertising Federation's Endorsement Only Speaks for Individuals, Publishers Say in Formal Statement

THE American Newspaper Publishers' Association, in a bulletin about pending food and drug legislation, has this to say, in part, about the action of the Advertising Federation of America in endorsing, in principle, S. 5, the Copeland Bill:

"The Advertising Federation of America has prepared an analysis of S. 5 in which the argument is advanced that seizures are obtained only after condemnation in a district court. We are reliably advised that condemnation follows trial, trial follows seizure, and trial is reached whenever the case (as with other cases) is reached on the court's trial calendar.

"For instance, notice is not given to a manufacturer or advertiser before seizure. The Bill does not provide for it. It provides that notice be given before criminal

prosecution, but not before seizure. "The actual procedure is that the district attorney applies for a warrant of libel. He obtains it without hearing, and places it with the marshal for service. The goods are seized. The manufacturer or advertiser, if notified, is notified by the warehouseman, jobber or other person in whose hands the goods were seized. The manufacturer or advertiser may then appear as a claimant, file a claim for the goods, denying that the goods are adulterated or misbranded, and ask to have the goods released. The case then goes on the docket, and, later, on the court calendar.

"In S.5 there is no limit upon the seizures that may be instituted. All that is provided is that the district courts are vested with jurisdiction to restrain 'any multiplicity of proceedings."

"This puts the burden on the manufacturer or advertiser, of trying to catch up with the Bureau official and get an injunction.

"The analysis of the Advertising Federation of America advances the argument that the criticism of the definition of 'advertising,' as being so sufficiently embracing as to include representations not commercially disseminated, is unsound because in Section 708 (defining prohibited acts and penalties) advertising offenses are defined as the dissemination of false advertisements 'for the purpose of inducing directly or indirectly the purchase of food, drugs or cosmetics in Interstate Commerce.' That, according to the Advertising Federation of America analysis, limits the application of the definition of advertising. The Advertising Federation of America overlooks the fact that S. 5 defines a drug and cosmetic as adulterated if dangerous under conditions of use indicated under the advertising, and renders drugs and cosmetics in that event, liable to multiple seizures. There is nothing in the provisions of S. 5 on seizures, which limits in any way the definition of the term 'advertising.'

"The Advertising Federation of America is composed of many divergent interests, among which are newspapers, magazines, advertising agencies, billboards and many other groups. Its board of directors has approved S. 5 in principle, thereby presumably speaking for its entire membership. Its entry into the legislative field results in its working at cross purposes with the legislative committees of the different groups of which its membership is composed.

"The Advertising Federation of America cannot conceivably represent in such matters newspapers, magazines, agencies or other groups and therefore such pronunciamentos as the directors may make have no force or effect other than as statements of individuals."

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Average circulation for Sept.-190,285

Average, week ending Feb. 8th-226,868

CHICAGO'S PICTURE NEWSPAPER

National Representatives

SAWYER-FERGUSON-WALKER CO.

220 E. 42nd St., New York

Palmelive Bldg., Chicago

TANGIBLE PRACTICAL COPERATION

Products advertised in the Telegram-Gazette are effectively merchandised to Worcester Market DEALERS and their SALES-PEOPLE through the RETAIL AD-VISER, which covers TWICE-A-MONTH practically every store in the Worcester area. Circulation more than 3,000.

For sixteen years Worcester retailers have relied on the RETAIL AD-VISER for practical information about products advertised in this city. The AD-VISER prints news of current advertising—heralds coming campaigns—tells local dealers how they may profitably tie-in with national advertising—gives news of local stores and salespeople—publishes photos of outstanding local displays of nationally-advertised merchandise.

Scores of letters from advertisers and agencies attest the effectiveness with which the RETAIL AD-VISER makes this necessary contact.

"Very practical and welcome co-operation of your Retail Ad-Viser"
"Goes a long way toward making our advertising in the Telegram-Gazette more effective"

"Splendid publicity in the Retail Ad-Viser"

"Our local representative will benefit materially from this promotion"

Telegram-Gazette co-operation is tangible, practical. The Worcester Market (population 433,000 within an average 18-mile radius) is effectively cultivated through these newspapers ALONE.

MORE 100,000 FOR OVER THAN 100,000 7 YEARS

THE TELEGRAM-GAZETTE

GEORGE F. BOOTH, Publisher Worcester, Massachusetts

PAUL BLOCK AND ASSOCIATES - - - National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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Dealers Don't Know Products

Need for More Selling and Advertising That Tell the Retailer Real Facts about Merchandise

By C. B. Larrabee

WHEN the grocer doesn't know Whis groceries the manufac-turer of a good food product is bound to suffer. Yet today apparently too many food product companies assume exceptional knowledge on the part of the grocer, just as drug manufacturers apparently expect too much from druggists and hardware manufacturers too much from the hardware dealer.

In the good old days of twofisted selling, one of the favorite tricks of the canned goods salesman was to open a can right on the dealer's counter. There in the store he made the dealer look

There is still a fair amount of this kind of selling going on today because, if the product is goodand no smart salesman will take a chance with a product that isn'tit shows the dealer better than anything else what the product is and gives him confidence in selling it.

A few years ago a food product manufacturer was putting on the market a new item which was different from anything he had ever manufactured and, because it introduced a new short-cut principle, different from anything the trade had seen.

For several months he seemed to be bucking a stone wall. Then he decided on a good old-fashioned

sampling campaign.

In business-paper space he advertised the merits of his product and then suggested that dealers send for generous free samples to be tried in their own homes. Backed with this advertising the salesmen went on the road and distributed samples wherever possible, making certain that these samples went into the retailer's home.

Within a month after the ap-

pearance of the first advertisement, the new item began to move and today is an established food suc-

The other day a business-paper publisher said to me, "A merchant is primarily interested in merchandise. The more he knows about a product, the more of it he can sell. That is fairly fundamental.

"But a very small part of all dealer advertising is devoted to giving merchants specific information about the product. Yet I know that they are tremendously interested in knowing more about the goods they sell."

A Letter from a Typical Grocer

He then showed me a letter that one of his editors had just received.

This letter, from a typical grocer said, "I find that the biggest trouble we have is that we do not know our groceries as well as we should, neither do we know enough about cooking and planning meals to offer help to the ladies. So I have arranged to have a meeting once a week for the boys of the store, including Saturday help, at a cafe (changing cafes every week), have dinner and then go to the store.

"We have a man from some company with us to explain his merchandise to us and his selling points and then have questions from the boys in the store. Then for the weeks we cannot get a factory man with us, we have a cook-ing teacher from the high school meet with us, to teach us what to cook and how to help the ladies plan their meals."

The publisher then said, "Suppose that 100 grocers were going to visit the plant of a certain food manufacturer. I'm pretty sure that the sales manager would meet that delegation with open arms.

that delegation with open arms.
"They would be taken for a trip
through the plant. They would be
shown the fine quality of the raw
materials, the modern machinery
and equipment that is used to
process them, the vigilance that is
used to insure fine quality.

"After the trip through the plant, the delegation would probably be given a lunch, made up largely or partially of the products of the manufacturer. In other words, the sales manager would take hold of those grocers and literally fill their minds and bellies full of the products.

"Then, after this was over, he would probably give them a talk on the company's national advertising. He would show their retailers what the company is doing to popularize the products, to build acceptance or demand on the part of the consumer and make it easier for the grocer to sell more.

"The next step would be to tell the dealer what he can do, how by making a certain type of display he can sell more of the products, how to feature the products in his own advertising, where to stock them in the store, and all the necessary points he ought to tell the consumer."

Three Steps That Follow in a Sale

On a piece of paper this publisher then wrote down three distinct steps which he saw followed in the sale. These were:

 Sell the merchant on the product itself;

2. Sell him on the efforts of the company to popularize the product

with the consumer;

 Sell the dealer on the things that he can do to build more volume for himself on the manufacturer's product.

The most important step of the three just outlined is the first and yet in almost every line of business that touches the retailer closely it is being neglected far more than is profitable.

A sales executive in the drug field tells me that it is his experience that even in personal selling there has been a trend away from talking about the quality of the merchandise toward talking about special deals and the power of the advertising behind the product.

His testimony is backed up vigorously by two executives of a large drug chain who point out that more and more they are being approached not on the basis of how the product is made and what it will do for the consumer, but, rather, on what the manufacturer is in a position to do for the dealer.

Product Talk More Important Than Ever

One of these executives drew an interesting contrast.

"If we are being approached to sell a new product," he said, "we are likely to hear something about its merits regardless of deals or concessions the manufacturer has to offer. On the other hand if the product is an established one, although we have not handled it before, the salesman seems to think that it isn't necessary for us to know anything about it beyond what it will do as a profit maker.

"What the salesman overlooks is the fact that any good buyer judges the profit-making possibilities of a product partly on the merits of the product itself, exclusive of its advertising backing or any special deals. Under code conditions today, with the elimination of some of the wilder deals that it used to be possible to get a few years ago, product talk is becoming more important than ever."

Recently to check up on the views of these men I ran through the advertising pages of five important dealer papers for a period of four months. This gave striking evidence that in their businesspaper advertising a lot of manufacturers are overlooking the basic necessity of selling the product.

Here and there, to be sure, were striking advertisements that did a sound selling job. They told about the product, how it was made, what it would do, how it was used. They were not out-and-out consumer advertisements in their sales appeal because in each case they

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at did a old about ade, what ras used. out conheir sales case they mished up with the conclusion that a product with such merits had great profit possibilities. They did, however, lean far over toward the consumer type of advertisement when compared with competing advertisements.

Typical of this kind of advertising was a half-page for Fitz-

gerald Magic Maid.

Feb. 21, 1935

This was headed, "Features That Sell This Outstanding Model D Magic Maid" and along one side and across the bottom of the advertisement were pictures of the product in various uses. The copy was then broken down into simple paragraphs like these:

"Eye-value. Superb modern design. Highest quality sparkling onalescent bowls. Rich black Bakelite two position handle. Beautiful, graceful design throughout,

exquisitely finished.

"Efficiency, Model D is equipped with a strong powerful three-speed motor that enables it to perform its every task easily and efficiently. No radio interference.

"Two-position handle means portability plus! One hundred per cent convenience. Easy to lift off of stand, with hand in horizontal position. Easy to use at the stove with hand in vertical position."

Note that that copy could be adopted almost without change to a consumer advertisement and yet with the heading it made a convincing profit argument with the dealer.

Taking a Buyer Through the Plant

A few months ago a manufacturer in the hardware field was visited by a buyer from the Middle West who was taking a vacation trip through New England and stopped at the Connecticut factory of this manufacturer. The president of the company and the sales manager took the buyer through the plant, spending more than half a day with him. Because this buyer represents a key dealer in his home State, they felt that the time was well invested.

When the buyer had finished the trip he said, "Do you know that if you could bring every dealer in the country to this city and take him for a trip through your plant you wouldn't have to worry much about competition? If they could see how the product is made they would get a new idea of its value to the women who use it."

That night the president and the sales manager got their heads together and decided since the thousands of Mahomets who sold their products couldn't come to the factory mountain they would take the mountain to the Mahomets. The net result of the buyer's visit was an unusually forceful folder which is now being distributed to the trade and which is packed full of product information.

Sales Information in the Dealer Manual

A manufacturer in the electrical appliance field had been having fair success with dealer manuals.

One day recently he got a letter from one of his salesmen. This man had had his brief case with catalogs and samples stolen and had been forced to continue on the road for a week or ten days before he could get new material.

"I hit upon what I thought was a swell idea," he wrote. "I knew that we had dealer manuals in most stores so when it came to a question of selling I got the dealers to

dig out their manuals.

"I soon found out that what looked like a swell idea wasn't so good after all because the manuals are almost totally lacking in the most important information of all, so far as my sales talk is concerned. I mean, of course, sales information about the product."

A new edition of the manual is being made immediately and in this new edition is going a real sales talk to the dealer on the product

itself.

Several years ago, when the depression was just beginning to make itself really felt, the sales manager of a food product company began a swing around the circuit. He found that grocers were becoming quite pessimistic about the possibilities of selling advertised specialties. Tracing this sentiment down to its roots, he dis-



A L

would think that a Football Game could sell Salad Dressing?

BUT it did, in one of America's Vital Markets. An astute California sales manager picked an event of extraordinary local interest and made sales-ammunition of it... through newspaper advertising.

That is one of the great advantages of newspapers; unusual sales ideas can be seized upon; timeliness and local color can be capitalized to the full . . . and to the great benefit of sales.

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covered that the dealers' real complaint was not against the advertised specialties but that they were actuated by a desire to get price merchandise.

Here was a problem that needed solving. He knew that business experience showed that on the down curve of a business cycle the price drops on advertised merchandise lag behind those on private brand products. He saw an excellent market in danger of evap-

orating rapidly.

In looking about for ways and means to overcome the difficulty, he went into a dozen stores in a Pennsylvania city. He was not known to the proprietors nor the clerks and so he went in as an ordinary buyer. Not only did he ask for his own merchandise but he endeavored to hear what the clerks were talking about when they sold goods to the average

customer.

He discovered that price was about the only word in the clerk's language and that no clerk was able to tell him anything about the merits of his product.

He jumped on a sleeper that night and the next morning in his office began to lay out plans for an intensive missionary campaign. Within two weeks all the company's salesmen East of the Rockies were called to the home office and at an inspiring sales meeting were re-sold on the merits of the product and then told to go out and put their story over.

The company's business-paper campaign, which had been practically discontinued, was revived with copy that was very little different in wording from the consumer copy which had proved successful. Salesmen were told to be liberal with samples and in every case possible to suggest that dealers and clerks try the product in

their own homes at the company's expense.

The result of this vigorous campaign was not a sales gain, but when the year was over and the company checked its sales against those of competitors it found that it was in the most advantageous position in the industry on its line.

All of these experiences point to the basic need of product advertising and selling talk to dealers. This type of effort is particularly important when the battle for sales is as keen as it is today.

Of course, it is still of importance to show the dealer the profit possibilities of a product and the advertising pressure that is put behind it. Advertising pressure is particularly important because it is the one exclusive sales point that the national advertiser has over his competition.

On the other hand, this frequently leads the manufacturer to place too much emphasis on this sales advantage. It tempts him to overlook the basic merits of his product as a product.

A wise executive once told his salesmen, "Here in this factory we are never going to make something because we can sell it. What we are making is merchandise that people want to buy."

Manufacturers in their contacts with dealers are often likely to overlook the important fact that the big profit possibilities in any merchandise in the long run are those things that make people want to huv.

Thus in advertising and selling to the retail trade, the most convincing campaign is likely to be built on showing the dealer the merits and superiorities of the product. If the dealer knows about the product, has used it, has seen it work, he is likely to be a convincing salesman himself.

Detroit Agency Appoints Gray

Charles M. Gray has been appointed production manager of Holden, Mckinney & Clark, Inc., Detroit agency. He was formerly advertising and sales promotion manager of the Crittal Casement Window Company.

Callies Returns to Conlon

Charles H. Callies has again joined the Conlon Corporation, Chicago, electric household products, as general sales manager. Since leaving the company in 1932 he has been engaged in advertising agency work. . 21, 1935

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Some Agency Solicitations

Some of Them Worked and Some Didn't, and Here, Case by Case, Is the Story

By an Agency Manager

Case One: "Suit Cases-Not Case Two: The Chain-Store Barrels"

It looked pretty hopeless for one agency man. He was there on a last-minute invitation. He had no written plans, no layouts, no copy. He represented a small agency. The competition had all the "props" for a good agency show. Art directors and copy chiefs were plentiful and a number of very good agencies were well represented.

One after the other the different agencies presented their cases to the farmer board of directors assembled for the often called "Roman Holiday" in the selection of a new advertising agency to handle their account.

Our hero was finally called. He said nothing about copy, volunteered little about service but he talked to those farmers about their product and the country's markets. Later it became known that he was the only one of all the agency men who referred correctly to their product containers.

"Suit cases," four-basket boxes, "faced and filled lugs" were familiar names to the board. One representative knew their business (on the surface at least). He knew, too, where their fruit was sold. Government figures told him that. He was the only agency man appearing who really talked their language and got over on their side. In twenty minutes time the business was his.

The moral of this is too simple perhaps. It comes down to the fundamentals of knowing something of the product, its package or container and the markets where it is sold before you talk of agency service.

Telegram

A group of Italians filled the hall, the chairman acted as interpreter. The agency men did their stuff and the chairman translated

it (they hoped) to the audience.
"Pie charts" appeared frequently and the market, the media and copy were presented with suitable em-

bellishments in the usual way. It remained, however, for one agency representative to put it over with a telegram, which he read, from the New York headquarters of one of America's great chain-store systems. The agency, of course, had prompted and no doubt paid for the telegram, but the audience thought that this one advertising group had influence with this chain of important outlets.

The agency was appointed to handle the business-not because they had any better plan but simply because they understood what would appeal to representatives of a badly harassed industry.

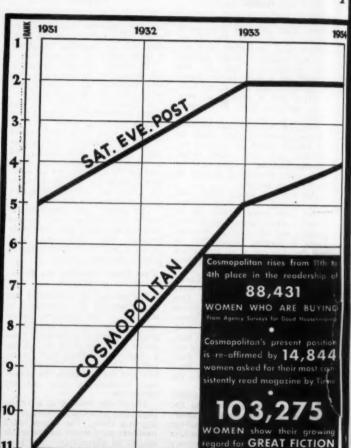
Case Three: Counting the Votes in Advance

The passing of resolutions and the appointing of committees is still one of the American indoor sports. This is true in agricultural groups. Even an advertising committee that does work seldom has a chance to do more than recommend. The board of directors still hire and fire and make the important decisions in most industry enterprises.

The all-day hearing of advertising agency presentations was drawing to a close. The fifteen board members were weary of the whole subject of advertising. The presentations had been good, the fact

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TEN YEARS AGO Edwin Bok, in his Autobiography, shrewdly noted the way in which men's and women's interests were converging...predicted editorial changes if women's magazines were to continue their monopoly of women's attention.

Here is graphic evidence of Mr. Bok's foresight.

For four years, various advertising agencies (acting independently for Good Housekeeping and Time), asked thousands of women, who were buying foods, drugs and household wares in sundry cities, about their favorite magazine. 88,431 women replied to Good Housekeeping, 14,844 to Time; or 103,275 altogether.

Good Housekeeping naturally maintains first place. But the only other magazines of mass circulation which women like better today than they did four years ago are the Saturday Evening Post (5th in 1931, 2nd in 1934) and Cosmopolitan (which rises from 11th to 4th.

More than all other magazines (only one of which, a weekly, even held on to its former place) the Post and Cosmopolitan rely on their *Great Fiction* to attract and hold reader interest. Neither Cosmopolitan nor the Post goes out of its way specifically to attract women. Both appeal to the whole family...the Post particularly leaning to the masculine.

Yet women like them, and since reader interest is the starting point of advertising value, it must be true that *Great Fiction* paves the road to readership.

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remained, however, that most of the audience had heard more about one agency present than all the others together.

Fifteen directors to one agency had meant fifteen votes. Representatives of that agency had felt that the matter of advertising agency selection would in the final analysis be taken out of the advertising committee's hands. Most of the board of directors had been seen in their own homes. This little courtesy not only registered the agency's name and principals upon the board but the very act of making these calls all over the State lifted the one agency far above the

The moral of this is "count your votes," in advance if possible. Don't leave it all to the open free-for-all meeting.

Case Four: The Basket of Groceries

The grocery story with variations has gone the rounds for several years but it's still worth space in any consideration of agency solicitations.

The agency representatives assembled to present the merits of their respective companies, had in turn done their very best. Impressive lists of clients, volume of business placed, smart merchandising ideas, success stories and what not had all been brought out.

So far, however, to the prospective advertiser, no agency had registered much beyond the fact that it was among those represented. The spark of individuality or showmanship, or call it what you will, had not appeared.

In his hotel room, inspiration came to one man of a nationally known agency. He asked permission to return to the meeting place to present something else.

At the nearest service grocery store he secured a market basket and filled it with food products whose advertising was created by his own agency.

When the overflowing basket was emptied upon the table, it was easy to point out to this chain store group the confidence that these food manufacturers had in

this agency. All these well-known products were sold daily in the chain groups' own stores. The stores had confidence in these products, too. Why not take the agency, too? They did.

Dramatizing the story in a simple way often rings the bell in agency solicitation.

Case Five: The Vacation Solicitation

A willingness to work on the first things first, such as organization and personnel problems, has returned dividends in accounts, as many an agency man can testify.

Take the association that organized some years ago. One agency man took a vacation and spent his time soliciting members. True, his vacation became of somewhat longer duration than usual, but when the matter of advertising came up for discussion in the newly formed group only his agency was considered.

Helpful, unselfish efforts far removed from agency service sometimes pay well later.

Case Six: "I Play Golf with Harry"

The active seeking of new business was his agency job. He also played a good game of golf. He called and called again on one well-known national advertiser. Glowing reports to his boss indicated progress. "I've played golf with Harry twice. He calls me by my first name. I've been out to his home for dinner."

A month later the boss was in the advertiser's town and checked in with "good old Harry."

In response to the question, "You and Fred are getting along all right and he has told you our story?" imagine the boss' consternation when Harry said, "Oh, I didn't know he was with your company."

Make sure the prospect knows what you are selling is a long-established rule worth remembering

Case Seven: "It Sometimes Pays to Lose"

I remember, too, what the committee said to one advertising 935

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agency representative who told an industry group that his company would like assurance regarding the financial collection arrangement set up to take care of advertising costs. He went down with flying colors and the business went else-

Four months later the advertising agency selected was bringing suit against individual members to take care of more than \$15,000 in past-due advertising bills.

Sometimes it is well to be the loser, especially when the credit is uncertain.

Perhaps these experiences, more or less personal, will be suggestive to others in this fascinating advertising agency business. I hope so.

Credit Is Pitkin's, Anyway

McGraw-HILL PUBLISHING COMPANY, INC. NEW YORK

Editor of PRINTERS' INK:

To the best of my recollection, Mr. Chester Wright didn't men-tion it in his article, "Life Begins at \$40," and certainly Mr. Allen E. Norman, in his able and human rebuttal, "Life Goes On—Under \$40," doesn't-that the inspiration for two of PRINTERS' INK'S most interesting recent articles, as an idea source, at least, was in Walter B. Pitkin's now famous book "Life Begins at Forty."

Such things as these, and the show called "Life Begins at 8:40," and other by-plays on an author's ingenuity in choosing titles, must be flattering to him, if nothing

Incidentally, the McGraw-Hill Book Company is going to bring out another Pitkin book next month (March). Its title is "Capitalism Carries On."

I wonder what the boys will do with that one?

W. R. E. BAXTER. Manager, Newspaper Service Bureau.

Heads New Kelvinator Division

Walter L. Jeffrey, for five years a member of the sales promotion depart-ment of Kelvinator Corporation, has been named manager of the newly formed operations division of the ad-vertising and sales promotion depart-

The new division will assume full re-sponsibility for all sales promotion creative work, publicity and sales edu-cation activities and promotional de-

Has Corset Account

The Royal Worcester Corset Company, Worcester, Mass., Bon Ton foundation garments, has appointed Lavin & Company, Inc., Boston, as its advertising agency.

Vogel Starts New Agency

Hugo C. Vogel, formerly vice-president of Freeze-Vogel-Crawford, Inc., Milwaukee agency, has established an advertising business at that city under the name of the H. C. Vogel Company.

"Photoplay" Appoints Harrison

Curtis J. Harrison has been appointed Eastern advertising manager of Photoplay Magasine, New York, succeeding Herbert J. Donohoe, who, as reported last week, has joined The Stage, New York, as vice-president and advertising manager. Mr. Harrison has been with Photoplay for the last sixteen years, most of them as Western manager at Chicago.

Milwaukee Mail Group Elects

Will H. Fisher has been elected president of the Mail Advertising Service Association of Milwaukee. John Hoffmann is vice-president and Joseph Ott, accretary-treasurer. Directors include Jane McCarthey, Elias Roos and Herman H. Gerlach.

Weir Joins H. T. & S.

W. J. Weir, formerly with N. W. Ayer & Son, Inc., and more recently with The Blackman Company, is now with Hommann, Tarcher & Sheldon, Inc., New York agency.

You Probably Have Company

KEYSTONE STEEL & WIRE COMPANY PEORIA, ILL.

Editor of PRINTERS' INK:

Even prior to the time that certain national advertisers, also direct-mail producers, succeeded in postal regulations through that permitted placing advertising matter in rural route boxes, not addressed to the owner. the writer was not fully in sympathy with the plan.

Dumping all kinds of mail matter into rural boxes, unaddressed, somewhat cheapens direct mail of all kinds, it seems to us-particularly for the advertiser, through his local dealer, who wants to give the impression of having thought of the owner of the box and addressed the material for his personal attention.

This method of distribution has always seemed to us to be somewhat on a plane with door-to-door circulation of handbills and such printed matter. The average householder so objects to gathering these up from the porch, steps or shrubbery that their effectiveness is often entirely lost.

We would much rather go to the extra expense of addressing this material from lists furnished by our dealers than to send it out wholesale.

Are we alone in what may be merely a selfish position?

O. A. Brock, Advertising Manager.

Zoty Starts Publication of "The Woman Today"

"The Woman Today"

The Zoty Publishing Corporation, New York, which, as previously reported, has been formed by Edwin E. Zoty, will bring out its first publication, The Woman Today, with a May issue which will be placed on sale March 29. Size will be 9½ inches wide by 12¼ inches deep. The publication will sell for 25 cents.

M. De Witt Rae, Jr., tormerly with the Chicago office of the J. Walter Thompson Company, is advertising director and Miss Julia Shawell is editor. Associated are William D. Merriam, previously with the Motion Picture Unit and Henry H. Oachay, business manager, who was previously for fourten years with the Hearst Organisation and later with McKinnon-Fly.

Edward Goodman, formerly with Antoine and before that director of advertising of the Ogilvie Sisters and Betty Wales, is art director.

Atherton, Vice-President, Detroit Agency

Frank W. Atherton, who has been engaged in the creation of sales display material, is now vice-president of Martin, Inc., Detroit agency, where he will act ah account executive.

Joins A. N. A.

Seeck & Kade, Inc., New York, Per-tussin, has joined the Association of Na-tional Advertisers. Franz E. Loes, vice-president and treasurer, will represent the company in the association.

Selby Shoe Company Starts Radio Contest

The Selby Shoe Company is conducting a \$20,000 cash contest in conjunction with a series of broadcasts which start this week.

tion with a series of broadcasts which start this week.

Mrs. Franklin Delano Roosevelt has been engaged for this series. Her earnings will go to the American Friend's Service Committee of Philadelphia.

The first prize is \$10,000 for the best letter of fifty words or less on "Why I Like the New Selby Slenderized Arch Preserver Shoes." Entries must be submitted together with a receipt showing the purchase of one or more pairs of Selby Arch Preserver Shoes.

The second prize consists of six pairs of shoes for life. In addition, weekly prizes of shoes are offered.

The contest closes on April 22. Lloyd D. Herrold, professor of advertising. Northwestern University School of Commerce and Helen Koues, fashion editor of Good Housskeeping, are the judges.

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of Good Housekeeping, are the judges.

Named Publisher, Louisville "Herald-Post"

John M. Pratt has been appointed publisher of the Louisville, Ky., Hevald-Post by Walter H. Girdier, president of the paper. Mr. Pratt formerly operated his own newspaper feature service.

Has Insurance Account

The American Automobile Insurance Company, St. Louis, has placed its ad-vertising account with Lord & Thomas, Chicago.

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Maximum Value for 1935 Advertising Dollars

The Indianapolis Radius has long been outstanding as a market where one moderate advertising cost does an adequate and profitable selling job.

Such a market is always inviting . . . but never more so than it is today. Retail sales are up in all lines. News' January circulation even exceeded the high peak average of last year.

The Indianapolis News

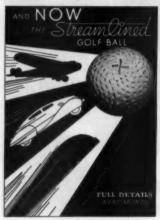
SELLS THE INDIANAPOLIS RADIUS

New York: Dan A. Carroll, 110 E. 42nd St.

Chicago: J. E. Lutz, 180 N. Mich. Ave.

Streamlined Golf Ball

TREAMLINES on the surface of the new Burbank Golf Ball are something more than a new wrinkle, according to Stowe-Wood-



ward, Inc., of Newton Upper Falls. manufacturer of the new and less temperamental golf ball.

The Burbank Streamline (conceived by a relative of the man who took the seeds out of grapefruit) resists slicing and hooking, we are told, and as a consequence holds a truer course to the center of flight. And to back up this statement the manufacturers tell us that a patented automatic driving machine, which hits two balls simultaneously with the same swing used by a golfer, was used to test the new product.

Distribution and sales of the new ball will be confined to professionals with club affiliations and to club shops. They will not be sold in stores with the company's consent. To protect this sales pledge the company is printing a serial number on each box of three balls.

"We will do all we can in the way of advertising to help you. We will do everything legally possible to protect you," the company is telling golf pros who handle the ball. The advertising will use business papers and direct mail. Donahue & Coe, Inc., New York, is handling the account.

Heads Linweave Association

A. W. Leslie, of the John Leslie Paper Company, was elected president of the Linweave Association at its re-cent annual meeting in New York. J. L. Wells is vice-president. J. H. Brewer was re-elected secretary-treasurer. E. V. Johnson, general manager of the United States Envelope Company, pre-

Joins Many, Blane

Edward J. Sacben, formerly with the advertising department of the Commonwealth Edison Company, has been appointed advertising director of Many, Blane & Company, Chicago, makers of Dubouchett liquors.

New Account to Hazard

The Nason Mfg. Company, New York, steam specialists, has appointed the Hazard Advertising Corporation, New York, as its advertising agency.

Gets Bryant Electric

The New York office of Fuller & Smith & Ross, Inc., has been appointed to handle the advertising of the Bryant Electric Company, Bridgeport, Conn., electric wiring devices.

The Cleveland office of this agency has been appointed to handle the account of the Homestead, Hot Springs, Va. Magazines, newspapers and direct mail will be used.

Appoints Reese

Hulstkamp & Zoon & Molijn, Rot-terdam, have appointed Thomas H. Reese & Company, Inc., New York, to handle the advertising of Hulstkamp cordials and Old Schiedam Dutch Gin. Newspapers and magazines will be used.

Adds MacAfee to Staff

Curtin MacAfee, formerly with the E. A. Clarke advertising agency, has joined the staff of Byren-Weil-Weston, Inc., advertising agency, of Philadele (connan who pefruit) , we are holds a of flight. nent the a patnachine, meously d by a the new

the new profession and to be sold y's considered a serial see balls. In the rous We possible pany is dile the rill use at mail.

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PUBLISHERS ANNOUNCE

THIS WEEK MAGAZINE THE NEW Colorgravure MABAZINE AGE OGS





A New Serial by SINCLAIR LEWIS FANNIE HURST - RUPERT HUGHES - I. A. R. WYLIE ROY CHAPMAN ANDREWS - NEYSA McMein

UNITED NEWSPAPERS ZII

420 LEXINGTON AVENUE, NEW YORK, N.

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit,

CHICAGO: 360 N. MICHIGAN AVENUE

DETROIT: GENERAL MOTOR

reade first c newsp

lishin

As you read this, twenty-one great newspaper publishers are telling their more-than-four-million-readers (and millions more) about THIS WEEK. This first class magazine, combined with these first class newspapers, sets a new standard in American pub-

in American business.

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ZINE CORPORATION •

lishing . . . creates a new and powerful sales force

waukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittaburgh, St. Louis, Washington



NCISCO: 111 SUTTER STREET

TOR ANGELER, TINCOLN BUILDING

Revised S. 5 as Seen by One Who Helped Make It

Here is an explanation of the revision of S. 5, which is written by one who had his prominent hand in that proceeding. Mr. Dunn has felt—although, sportsmanlike, he does not say so in the accompanying article—that PRINTERS' INK editorially and on its news pages last week was not altogether accurate in its statements as to the connection of himself and Senator Copeland with this pending legislation. Hence our pages are open to him to express his version of what took place. Next week Mr. Dunn will present an editorial argument in favor of the revised S. 5. PRINTERS' INK does not agree with Mr. Dunn in his estimate of S. 5, but this is neither here nor there.

By Charles Wesley Dunn

Of the New York Bar

SENATE 5 was introduced by Senator Copeland on January 3. It is the successor of Senate 2800 in the last Congress directed to revise the Federal food and drugs act. Because it is based upon recommendations by the Department of Agriculture and is supported by that department, it is known as the Administration bill to revise the aforesaid act.

Other bills of like purpose now before Congress are Senate 580 by Senator McCarran and H.R. 3972 by Mr. Mead. The former bill I wrote and Senator Copeland caused to be introduced, as a basis for revising Senate 5. It has been approved by the Associated Grocery Manufacturers of America, Inc., representing leading food manufacturers, and is supported by the American Pharmaceutical Manufacturers' Association, representing pharmaceutical manufacturers serving the medical profession, as a basis for revising Senate 5. It also has other responsible industrial support. Therefore it is not a rival of Senate 5, but rather a supplement to the latter for its indicated improvement. The Mead Bill was written by James F. Hoge and is sponsored by the Proprietary Association. On February 13 Senator Cope-

land presented revised Senate 5 to the Senate Committee on Commerce. It is designated as Committee Print No. 3. And he re-It is designated as Comquested the committee to favorably report it without a hearing. The Senator made this request because he believed that the bill had been sufficiently revised to meet sound objections thereto and that the legislative questions presented by it had been thoroughly discussed at the comprehensive hearings by the committee upon Senate 2800 last

But the committee decided to hold hearings upon the bill before a sub-committee. Thereupon Senator Copeland appointed Senators Clark (chairman), Caraway and McNary as members of the sub-committee. Both Senators Cara-way and McNary were members of the sub-committee which held the hearings upon the original bill in this series, Senate 1944, known as the Tugwell Bill. And Senator McNary is leader of the Repub-lican minority in the Senate. Senator Clark was appointed as chair-man because of his active interest in this legislation. The date of the hearings by the sub-committee remains to be announced.

The committee decided for hearings upon this bill because of the

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telegraphic demands therefor by members of the industries affected. While these demands were inspired from a single source and principally came from one industry they had general merit. For this legislation is too important to advance without the fullest congressional consideration by hearing and debate.

As revised, Senate 5 is a much stronger bill for the protection of the consuming public. For the reason that its definitions of adulteration, misbranding and false advertising have been importantly extended.

This is so because:

The definition of false advertisement has been extended to declare that a therapeutic representation for a drug is false if in every particular it is not sustained by demonstrable scientific facts substantial medical opinion. Also to add a provision directed to prohibit the advertisement of drugs to the general public for the treatment of diseases which are incurable or perilous to individual life or public health. Advertisements to the medical and pharmaceutical professions are excluded from this prohibition.

Food Adulteration Definition Extended

The definition of food adulteration has been extended to declare a food adulterated if it consists in whole or in part of any filthy, putrid or decomposed substance, or if it is otherwise unfit for food; or if it has been prepared, packed or held under insanitary conditions whereby it may have become contaminated with filth, or whereby it may have been rendered injurious to health; or if its container is composed of any poisonous or deleterious substance which may in any manner render the contents (The latter injurious to health. definition does not contain the words "in any manner" but it is made to have this application by striking out the qualifying lan-guage "by contamination" before the word "render." A poisonous or deleterious substance in a container may render the contents in-jurious to health by means other

than by contamination, e.g., by chemical reaction).

Furthermore the special definition of adulteration for confectionary and ice cream has been revised to provide that it is additional to the general definitions of adulteration relating to these products; and also to stipulate that the ingredients thereby permitted in such products shall be harmless in character. Moreover the provision empowering the Secretary to regulate the addition of any poisonous or deleterious substance to food has been revised to strengthen its legal character in pursuance of the recent decision by the Supreme Court in the "hot oil case."

The definition of food misbranding has been extended to declare a food misbranded if it bears or contains any artificial flavor, artificial color, or chemical preservative and if it fails to bear a label stating that fact; or if it is not subject to an official definition and a standard of identity therefor and it is fabricated from two or more ingredients, and its label fails to declare the common or usual name of each such ingredient, provided that spices, flavors and colorings may be collectively designated as such unless they are sold as such, etc.; or if it is subject to an of-ficial definition and standard of identity therefor which permits optional ingredients other than spices, flavors and coloring, and its label fails to declare the common name of each such optional ingredient present therein if this declaration is required by regulations made by the Secretary of Agriculture upon public hearing and approved by the Committee on Food Standards.

The definition of drug adulteration has been extended to declare a drug adulterated if it is dangerous to health under the conditions of use prescribed in the advertising thereof; or if it consists in whole or in part of any filthy, putrid or decomposed substance; or if it has been prepared, packed, or held under insanitary conditions whereby it may have been contaminated with filth, or whereby it may have been rendered injurious to health; or if

OPOPULAR FALLACIES

"Resolved: That the Part of Advertising is Deplorable"

In this subject of a recent college debate lies a fallacy often expressed by critics of advertising. They feel that there is something sinister in the very size and extent of advertising activity.

If one believed that people have too many comforts, that we should go "back to nature" and to early handicraft, then it would be consistent to deplore the extent of advertising. For advertising is printed and spoken salesmanship... an effort on the part of modern business to carry the news of its constant developments to markets that have so expanded that they can hardly be reached by any other method.

Mass markets require mass methods for disseminating information. Advertising is not extensive because any person, or group of persons, willed it to be but because the job of keeping 122,000,000 people informed as to what is going on in the factories and store of this country is a big one

In the United States, we have 175,000 manufacturers, 1,525,000 retailers, all with products which they want to sell. . . . We have 30,000,000 families, all with the feeling that they have a natural right to comforts and convenience that in other countries are considered the prerogative of the few. To deplore advertising as a mean of reaching them is to raise a superficial objection.



NATION'SB

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PUBLISHED MONTHLY AT WASHINGTON BITH

OF ADVERTISING Nº 64

the Present Extent of



AS an advertising man you resent unfair attacks upon the integrity of your profession. You appreciate a defense like this spread before 260,000 fellow business men, your clients. **qEvery** business suffers likewise from fallacious thinking—

coal, ice, banks, railroads, wholesalers. They likewise esteem a stout defender. ¶For 20 years NATION'S BUSINESS has fought popular fallacies of every business. That is one reason why it holds the loyalty of its readers.

I'SBUSINESS

60.000 CIRCULATION



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b. 21, 1935

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its container is composed of any poisonous or deleterious substance which may render it injurious to health; or if it contains a coal-tar color other than one from a certi-

fied batch.

The definition of drug misbranding has been extended to declare a drug misbranded if any therapeutic representation therefor is not sustained in every particular by demonstrable scientific facts or substantial medical opinion; or if it is a non-official drug fabricated from two or more ingredients and its label fails to declare the name of each active ingredient; or if it purports to be a drug the name of which is recognized in an of-ficial compendium and it is not packaged and labeled as prescribed therein. Moreover the definitions of misbranding with respect of a drug represented as a germicide, bactericide, disinfectant, or antirevised to septic have been strengthen them.

How Cosmetic Adulteration Is Defined

The definition of cosmetic adulteration has been extended to declare a cosmetic adulterated if it bears or contains any poisonous or deleterious substance which may render it injurious to health under the conditions of use prescribed in the advertising thereof; or if it consists in whole or in part of any filthy, putrid, or decomposed sub-stance; or if it has been prepared, packed, or held under insanitary conditions whereby it may have become contaminated with filth, or whereby it may have been rendered injurious to health; or if its container is composed of any poisonous or deleterious substance which may render it injurious to health; or if it contains a coal-tar color other than one from a certified batch.

As revised, Senate 5 is also a much fairer bill to the food, drug and cosmetic industries.

This is so because:

(1) Its title has been rewritten as in Senate 580 to state the public purposes of the revised act. They are: to safeguard the public health and to prevent deceit upon the purchasing public. This re-

vision is important to assure the due construction of the basic definitions of adulteration, misbranding and false advertising, because they are expressed in general terms.

(2) The definitions of adulteration have been modified in important respects. The definition of the adulteration of official drugs has been modified to delete the restrictive "simulates" and "definition and description" provisions, whereby this definition is left substantially as now. This subject to the following additions. The definition is made to run against any drug which purports to be an official drug; and the Homoeopathic of Pharmacopoeia the United States is accorded the same recognition as the United States Pharmacopoeia and the National For-The definition of the mulary. adulteration of cosmetics has been modified to strike out the second definition, namely, that a cosmetic is adulterated if it bears or contains any poisonous or deleterious substance prohibited, or in excess of the limits of tolerance pre-scribed, by administrative regulations; and to revise the first defini-tion to substitute "health" for "the

(3) The definitions of misbranding have been modified in important respects. The definition that a food, drug or cosmetic is misbranded if any required label information is not prominently declared in such a manner as to be easily seen and in such terms as to be readily intelligible to the purchasers and users of such articles under customary conditions of purchase and use, has been modified to substitute "understood by" for "intelligible to" and to add the qualifying clause "due consideration being given to the size of the package."

The first modification makes this definition more reasonable; and the second takes care of small packages. The definition that a food is misbranded if its label fails to declare its ingredients has been modified to strike out the provision that this declaration must be "in order

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VERDICT!



THE afternoon had been a small eternity, painfully inflated, and swept periodically with resultless rumors, sudden alarms, uneasy comings and goings. But by nine o'clock the place had settled to a nightmare calm. The courtroom was a shambles of soiled newspapers, cigarette butts, abandoned unches and slumped figures in comfortless chairs. Overhead the lights shone with optimistic brilliance in the stale, steam-heated air.

The group of lawyer spectators present had talked themselves out. Guards and troopers, posted before turtained windows, shifted on tired feet. Attorneys for prosecution and defense

sat listlessly around their tables. With all hope gone for an evening paper break

> on the verdict, the evening paper men lapsed into professional apathy. Up in the gallery somebody was snoring

softly. In the men's room out in front, temporarily serving as a wireroom, the keys chattered intermittently as idle operators carried on interminable dialogues with their circuits. Cigarette smoking reporters drifted in and out. The inmates of the courtroom sat on drowsily, like anxious passengers waiting in a small station for a train which wouldn't come.

The hands on the courtroom clock crawled snail-like to ten, to five after, ten after, quarter after. A minute or two later, there was a solid thumping on the juryroom door. The bailiff on duty outside stuck his head in as he had a dozen times before, only to get requests for cigarettes, matches, coffee and food. But this time he closed the door and came out through the courtroom. The eyes of the sitters followed him on his way out to the sheriff's office. In fifteen seconds the building was wide awake. The vigil was over.

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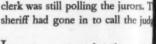


Sheriff John H. Curtiss came in shortly, stopped and spoke to a guard. With the bailiff, he worked his way down the courtroom, shaking his head steadily at the crowding reporters and saying mechanically, "Nothing doing, nothing doing." Before he reached the juryroom, the courthouse bell had begun to toll—signal to the noisy mob outside and to the world that a verdict had been reached.

Sheriff and bailiff marshalled the jurors into the jury box. With drawn faces and shaking hands, the jurors settled themselves in their usual places. Two of the jurywomen were dabbing at wet eyes. The clerk of the court began his poll for attendance.

At this point Robert Conway left his seat in the gallery and moved leisurely downstairs. To Jo Austin, veteran News wireman, he passed a message scribbled on a lunchroom menu. Austin tapped it off. Rival operators, listening to Austin's key, learned the unexciting fact that Conway would handle

the lead for The News. The time was 10:24 p.m. The court



It was an evening of vigil, too, in News editorial offices. Early edition had gone to press shy the big stor. In the wireroom, a small group hus around the operator on the Flemingst key. He typed out items and quericasked questions, sent answers, gossip over the wire with Austin. But at 100 he started to type furiously. Decode Conway's unexciting fact read:

"Guilty death—Conway 10:24p.m Word spread around the building

Word spread around the building and all doors were closed. Headling set in advance were dropped into we ing forms, moulded and cast. Properties hurriedly locked on the mew casts. In a matter of minutes, the presses were disgorging papers a nouncing the fateful verdict. The instory was on its way.

Upstairs, in the meantime, our struck a snag. A few minutes at Conway's message, the A.P. sen flash—"Guilty with recommendation." And in the Ne newsroom, and in editorial officeverywhere according to United Palater, "Confusion reigned briefly."

The Associated Press is the large strongest and greatest of newsgather organizations. Newspapermen of mplain that the A.P. is stodgy, too aservative; but few of them ever default with the accuracy of the A.P. in A.P. rarely makes mistakes. And was almost unthinkable that the A.P. ald make a mistake at such a crucial ne. News editors held a frantic two inute conference. And cast their lot in News reporters Conway, Somers, Robinson, Rue and Martin in emington! It was a momentous desion to cast aside A.P., a little like itting at a cathedral!

But at 10:39 p.m., the A.P. ticker ought glad news—"Kill verdict sh. Kill verdict flash." Shortly after P. confirmed the death verdict. And acks started to leave the News ilding.

The verdict was read in Flemington 10:45 p.m. Two minutes later, wees were being sold in Times

Square—with other papers carrying the

false flash. And in some twentythree other cities, papers subscribing to Chicago Tribune-New York News service were also scoring beats on competitors.

News circulation on Thursday, Feb. 14, was in excess of 2,000,000 copies net paid—the highest sale in our history!



THE NEWS has, and has had for several years, the largest circulation in America—and not without reason!

The News tries to deserve the largest circulation in America—by being the best newspaper in New York. The News staff prides itself on being fast, but also on being right!

You advertisers think of The News as an advertising utility. But New York thinks of The News as its newspaper—on which it can and does rely!

And that reliance and respect of readers—as much as circulation or anything else—is the prime asset of a great advertising medium!

Are you taking advantage of this first medium in America's first market?



Tribune Tower, Chicago • Kohl Bldg., San Francisco 220 EAST FORTY-SECOND STREET, NEW YORK

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of predominance by weight" and to enlarge the proviso whereby it broadly empowers the Secretary of Agriculture to promulgate regulations establishing exemptions from this requirement to the extent that compliance therewith is impracticable. The definition that a drug is misbranded if its label fails to declare its active ingredients has been modified to strike out the provision that this declaration must include a statement of the quantity or proportion of each such ingredient.

The definition of drug misbranding has also been modified to strike out the "simulate" reference in the provision requiring an official drug to comply with the official packaging and labeling stipulations and to modify the provision requiring the label declaration of the presence of habit forming narcotic or hypnotic

substances.

(4) The provision for emergency permit control of food factories in the perilous situation described, has been modified to declare its emergency character and to safeguard permittees.

- (5) A provision has been added to authorize the court injunction of any administrative act shown to be unreasonable, arbitrary or capricious, in the light of the facts, or not in accordance with law, and prejudicial to the petitioner.
- (6) The provision authorizing the Secretary of Agriculture to accept plans of such self-regulation of advertising as tend to effectuate the purposes of this act, when presented by representative industrial

groups, has been extended to include other trade practices.

- (7) The minimum penalties have been eliminated.
- (8) The provision exempting disseminators of an advertisement by another has been extended to include "advertising agencies" and to make it absolute with respect of a false advertisement caused by a vendor of the product falsely advertised residing in the United States. Thus the responsibility for such false advertisement under the act rests upon the latter.
- (9) The provision for an enforcement proceeding by seizure has been modified in these important respects: to secure the claimant's right of a representative sample; to vest in each district court of the United States a broad authority to enjoin any multiple seizure for cause shown which is satisfactory to the court and consistent with the purposes of this act; and to consolidate the trial of multiple seizures involving the same issue or issues in the district court where any such seizure is pending and which is nearest to the claimant.
- (10) The provision for an enforcement proceeding by injunction has been modified to place it upon a "cause shown" basis.
- (11) The provision for general publicity has been modified whereby the Secretary of Agriculture is authorized to disseminate general information under the act only in cases involving imminent danger to health or gross deception of the consumer.

Botkiss Appointed

Ben Botkiss, who has been conducting his own radio program service in Philadelphia, has been appointed executive secretary for the Goldman Band. His New York office is at 194 Riverside Drive.

Leather Account to Emery

The Hagerstown Leather Company, Hagerstown, Md., specialties, has appointed The Emery Advertising Company, Inc., Baltimore, to handle its advertising. Business papers will be used. Joins Blaikie Agency

E. D. Russell has joined the executive staff of the Duncan S. Blaikie advertising agency, Montreal. He was for a number of years advertising manager and mail order manager of Henry Birks & Sons, Ltd., also of Montreal.

Has Resort Advertising

Shaw-Betts, Inc., Denver agency, has been appointed to handle the advertising account of Troutdale-in-The-Pines, mountain resort near Denver. Eastern and Southern newspapers will be used.

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Barnum Salesmen

How Showmanship and Ready Wit Have Often Crashed Through Resistance of Prospect

By John J. McCarthy

"E VERY big-time salesman" observed Past-Master Salesman Petrie, "has a bit of Barnum

in his makeup.

And a "bit of Barnum," we understand from Petrie, is an innate sense of showmanship plus the inherent knack of pulling al-ways the unexpected in battles for the business. This flair for show-manship, points out Petrie, is omnipresent in the tactics of the average big-time salesman. varies with the man. With some, showmanship consists severely conservative clothes or bizarre garments d la Jimmy Walker. With others, it may be a trick underslung Dawes pipe or a long, unlighted cigar invariably used as a baton. A goldheaded cane, a wing collar, a diamond stickpin and even a monocle have been employed effectively by some peddlers to dramatize their calls and their wares.

"The best of the Barnum salesmen," explained Petrie, "not only have the unique costumes and props but, more important still, they possess the resourcefulness of the practical showman to intrigue and outsmart their audiences. This strategy of constantly ballyhooing themselves and their sales story registers the importance of their message and invariably lodges conviction in the prospect's mind."

conviction in the prospect's mind."

Past-Master Salesman Petrie
should know what he is talking
about. He is the composite of all
the stellar salesmen we have met
over a period of years. Those
lively oldsters, and youngsters, too,
who seem to enjoy nothing better
in life than getting the order;
journeymen salesmen not afraid to
tackle any kind of prospect. Those
experienced commercial travelers

who have known through personal contacts the best of America's salesmen, studied their style firsthand and acquired themselves some of the technique of the old master

peddlers.

"Little tricks," continued Petrie, "which the average salesman dismisses with a smile have been re-peatedly employed by Barnum salesmen with telling effect. For instance, one of the best printing salesmen in New York City always carries a cane. Now a cane is not exactly the fashion in the hardboiled production offices of agencies and manufacturers. Nevertheless, that stick somehow very subtly gets across to the production lads that here is a salesman who is not interested in bidding upon a couple of hundred reprints. Big jobs are his meat. And the printing-salesmanwith-the-cane has been getting his goodly share of the big printing jobs for years. Sure, this gentleman knows his stuff, represents a good house but that cane has helped.

A Pipe and a Stickpin as "Props"

"An outstanding salesman of machinery is a gentleman in New England. He sells grinding wheels for snagging steel castings and he has sold so many that today he is an officer and part owner of the firm he represents. Exhibits A and B in his selling equipment are a carved pipe and an unusual stickpin. In all his years of selling, he has rarely run up against a new prospect who has not admired his pipe nor been intrigued by his stickpin.

"As he interestingly describes the carvings on his pipe, the ice is literally broken with his prospect. So when he gets around to the stickpin, the prospect is pretty at-tentive and he is able to launch into his sales story about his grinding wheels quite naturally. It so happens that the stickpin which looks mighty like a diamond is instead made of crystal corundum, the same material which is used in his grinding wheels. With stickpin in hand this salesman is therefore all set to explain the basic superiority of his grinding wheels over competitors' and do it in an easy, intimate, offhanded but none the less effective manner.

One Reason for Diamond Jim Brady's Jewelry

"Diamond Jim Brady was another Barnum salesman who knew how to get immediate attention through the simple device of jewelry. He never made a business call without dazzling gems prominently displayed upon his person. According to his friend George Rector, Diamond Jim, when he had all his illumination in place, looked like an excursion steamer at twilight. He had powerful diamonds in his shirt front that cast beams strong enough to sunburn an unwary pedestrian. He had diamonds in his cuffs and actually wore diamond suspender buttons, fore and aft.' Any wonder then that Brady had little difficulty impressing railway purchasing agents throughout the country and walking out with nice, juicy contracts. He amassed millions as a salesman."

That out-of-the-ordinary raiment helps to identify salesmen was maintained by Petrie who cited how Sir Thomas Lipton always wore a yachting cap and that Andrew Carnegie when traveling could be distinguished by his Scotch plaid beret. Wearing his collar backwards helped David Belasco to impress his public as being different from other producers. In his opinion, Petrie felt that Tom Lipton was practically the equal of P. T. Barnum himself in grabbing the public spotlight not only for himself but for his goods.
"Even in his early days as a

merchant," recounted Petrie, "Tom Lipton pulled stunts that rivaled P. T.'s tricks. To get folks into his stores, Lipton had thin sandwich men parade about Glasgow with signs labeled 'Going to Lipton's,' and big, cheery, fat fellows with loaded market baskets marked 'Coming from Lipton's.' He installed trick mirrors to make those coming into his shop look thin. those going out look plump. Lipton had mammoth cheeses towed through the streets by elephants and advertised them as containing gold sovereigns. He was the first to have butter sculptured in his stores by well-known sculptors before awed audiences of cus-tomers."

Of the present crop of ace salesmen, Petrie has keen respect for the ability of A. C. Blumenthal, the real estate tycoon. He is such a good salesman that he can take a very upstage attitude toward a prospect and make him like it. According to Petrie, Blumenthal while negotiating for a \$6,000,000 loan from a group of bankers back in the halcyon days of 1929 became bored with the bankers' haggling and dozed off right in the meeting. So outraged was one of the bankers that he loudly reproached Blumenthal. Awakened. Blumenthal tartly inquired of the bankers whether they were going to come across or not. Such an unexpected retort so startled the bankers they quickly reached a decision and gave him the money.

An Instance Where Showmanship Didn't Work

"Sometimes, the fanfare of showmanship does not always work," declared Past-Master Salesman Petrie. "Take the experience of the late Mike Drecier, the great jewelry salesman, in a deal with that equally keen peddler, the late Maurice Brower. One day Brower came to Drecier's office to sell him an emerald. He asked \$15,000 for the gem.

Too much for that stone,' replied Drecier, 'why I have an emerald for \$10,000 which licks yours to a frazzle. I'll show it to you.

Drecier went to his safe and

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TO THE HOMES OF BALTIMORE by CARRIER ...



So efficient, so thorough is Sunpaper Carrier Service that in hundreds and hundreds of blocks throughout Baltimore and suburbs, Sunpapers are delivered to every occupied house.

Here are shown but five of many "solid blocks" on the route of George Utermohle, who has been delivering Sunpapers continuously since 1919.

Such coverage of Baltimore homes re-emphasizes what most advertisers already know—Baltimoreans are most readily reached through The Sunpapers—morning, evening, Sunday.



THE SUNPAPERS in January DAILY (M & E) 277,860

A GAIN OF 11,180 OVER JAN., 1934

THE



SUN

MORNING

EVENING

SUNDAY

New York: John B. Woodward, Inc. Detroit: Jos. R. Scolaro Chicago: Guy S. Oeborn, Inc. St. Louis: C. A. Cour

Atlanta: Garner & Grant

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brought out the emerald. As the two stones were laid side by side, Drecier was right. His was a better emerald by far than Brower's.

"'How much did you say, Mike, this emerald of yours is worth?" "\$10.000."

"With the reiteration of that sum, Brower, in the custom of the trade, reached down, picked up his own and Mike's stones, pocketed them, then calmly wrote a slip for \$10,000 and handed it to Drecier. Mike's face fell, for his emerald was actually worth \$30,000 and he knew now that Brower was aware of this. However, according to the tenets of the business, he was obliged to accept Brower's slip for the \$10,000 for the stone.

"Fortunately for Drecier, Brower several days later relented, and returned the \$30,000 emerald but only on the condition that Drecier buy his stone at his original asking price of \$15,000.

Knew How to Stage the Proper Approach

"Maurice Brower, incidentally, was a salesman who not only knew his stones but how to size up prospects and stage the proper approach. Riding in a Pullman one day, he struck up a conversation with a fellow passenger. During the course of their talk, the gentleman admired Brower's cigarette case and inquired where he could get one like it. Brower explained that he was in the jewelry business and when he returned to New York, he would see whether he could duplicate the case. The inquirer gave him his card.

"When Brower got back to New York, he looked up the gentleman's credit and made some inquiries about his hobbies. He discovered that his Pullman acquaintance was a California millionaire with a penchant for expensive jewelry. Instead of duplicating the case, Brower had his cleaned, polished and sent it to the Californian with a note that he could not get another case exactly like his, so that he was sending his own. He enclosed a bill for exactly half of what the case was really worth. The millionaire who knew jewelry

values was deeply appreciative and became, in time, one of Brower's best customers."

John Lee Mahin was another oldtime Barnum salesman whom Petrie thought very highly of. He enumerated any number of Mahin's canny displays of showmanship in selling. However, one of the best stunts which Petrie related pertained to how Mahin once secured the advertising account of a Mid-West manufacturer who repeatedly refused to see him. Mahin had made an intensive study of this manufacturer's market and made several trips West to pre-sent it to him but to no avail. The manufacturer made a point of being always "out" when Mahin called.

Finally, Mahin registered at a hotel in the city in which the manufacturer was located. Every day for a week, Mahin, on the hotel's stationery, wrote this manufacturer a lengthy, blistering letter in which he said he was staying there until he saw him. However, Mahin also always incorporated in every missive suggestions concerning the manufacturer's business. After receiving the sixth straight daily letter, the manufacturer called at the hotel to see the sender. When Mahin checked out, several hours after the manufacturer had completed his call, he had the account in his pocket.

Leblang Threw Hosiery Out of the Window

"Another grand salesman who knew the value of showmanship," continued Petrie, "was Joe Leblang, the man who originated the cut-rate theater ticket business in New York. Even as a cub, few buyers could outsmart Leblang. Before he became interested in the theatrical business, Leblang was once a hosiery salesman. And there was one particular buyer in a Fifth Avenue store whom Leblang simply could not sell.

"Into this buyer's office one summery day marched Leblang with many dozen pairs of fine silk stockings under his arm. He got down to business at once. The first dozen pairs of stockings which Leblang displayed, the

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another whom of. He of Mashow-er, one Petrie Mahin ng ac-acturer ee him. e study tet and o pre-avail.

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MORE AUTOMOBILES

WERE SOLD IN
WAYNE COUNTY IN
JANUARY THIS YEAR
THAN IN ANY PREVIOUS
JANUARY IN THE
HISTORY OF
AUTOMOTIVE MERCHANDISING

Detroit is one of the nation's brightest spots on the market map. The Detroit Free Press offers a sales opportunity based upon a coverage of two out of three homes responsible for four-fifths of the city's retail purchases.

The Detroit Free Press

1831-ON GUARD FOR MORE THAN A CENTURY-1988
VERREE & CONKLIN, Inc., National Representatives



This series of "reason urby" advertisements in stranspot to being run to belp advertising agents and advertising managers get appropriations OKed today.

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any a seemingly certain "sale" is killed by somebody your salesman

may be an inaccessible executive in the next office. Or financial inests a thousand miles away. It may be a consulting engineer who isn't niliar with your product. Or a plant engineer who never heard of it.

either case, the sale has been killed by remote control—control ercised by one or more of the several parties who must be counted in on any sale to business or industry. Over and over again, painstaking the very have proved that many men take part in industrial buying. At statice persons have a direct influence on 90% of all industrial purses transactions. The larger and more important purchases invariably olve proportionately more buying influences.

vertising is the one sales tool you can rely on, successfully to counteract engative influences of remote control. Advertising gets in to see the from the top down, who are inaccessible because of distance—or who ke themselves inaccessible by refusing to see salesmen. Advertising orks on all the buying voices at once, puts them all in the mood to say es" when your product is up for consideration.

tt this valuable sales tool to work for you now. For influencing business d industrial buyers, you can do it economically and effectively through cGraw-Hill Publications. These publications cover the key men in dustry's 12 Major Markets—with a minimum of waste circulation.

CGRAW-HILL PUBLISHING COMPANY, Inc. 330 West 42nd Street, New York, N.Y.

ments in a transportation as Transportation as Transportation aires Week at 1944, at Age temical & Metallurgical Engineering

astruction Methods

Electrical Merchandising
Electrical World
Electronics
Engineering and
Mining Journal
Engineering News-Record
Food Industries

Maintenance Metal and Mineral Markets
Power
Product Engineering
Radio Retailing
Textile World
Transit Journal

buyer shook his head 'No.' Without a flicker of hesitation, Leblang swooped up the dozen pairs of stockings and heaved them out of the buyer's window which overlooked Fifth Avenue.

"Then he laid down a second dozen. The buyer was still unconvinced. Out the window went this dozen. The same happened to the third and fourth dozen. In exasperation, the buyer asked Leblang what was the big idea.

blang what was the big idea.

"'Well.' calmly replied Leblang,
'if you don't like these offerings,
they must be no good. You are
the best judge of hosiery in New
York. Even though this hose costs
us plenty, we are perfectly willing
to throw them away because if we
cannot sell them to you, then we

can't sell them to anybody else. Now, how do you like this lot?"

"The buyer was impressed and flattered. As Leblang laid down his fifth dozen, he became interested and finally gave him an order."

I inquired of Petrie whether or not the tossing of four dozen of fine silk stockings into Fifth Avenue caused a riot and also remarked that was a pretty expensive gesture by Leblang to get a single order.

single order.
"Oh, no" grinned Petrie, "you see Joe Leblang had a husky mug from his own stockroom stationed on Fifth Avenue underneath the buyer's window. He recovered the expensive hose just as quickly as Joe heaved them out."

New York Office for Philadelphia Agency

Jerome B. Gray & Co., Philadelphia agency, has opened a New York office at 580 Fifth Avenue. Averell Broughton, formerly account executive and assistant vice-president of Edwin Bird Wilson, Inc., is in charge. The new office has been appointed to direct the advertising of the Empire Trust Company, New York. Newspapers will be used.

Troy "Record" Buys "Times"

The Troy, N. Y., Record has purchased the Times, of that city. In 1911 a half-interest in the Times was sold to William H. Anderson, who became its publisher and who completed more than fifty years of service with the Times when it was sold to the Record.

Carl C. Magee to Publish Weekly

Carl C. Magee, at one time publisher of the Oklahoma City News, will start publication of a weekly newspaper in that city on March 1. Frank Barnett, former business manager of the Capitol Hill Beacon, will be business manager.

Death of W. W. Mallory

William Wyman Mallory, advertising manager of *The Churchman*, New York, died at Eastview, N. Y., recently after a long illness. He was sixty-five years old.

Joins Manning Studios

C. H. Ackerman formerly art director of The Higher Company, Cleveland, has joined The Manning Studios, Inc., of that city, as art director.

Milwaukee Women's Club Establishes Scholarship

The Women's Advertising Club of Milwaukee has established a scholar-ship to be awarded annually to the most deserving senior woman student in the college of journalism at Marquette University. Basis of the award is high scholastic average, intention to enter the field of advertising and accomplishments in advertising work during the first three years at college. Miss Helen Duras has been selected as winner of the award.

Advanced by All-Steel-Equip

Norman L. Pearson, assistant equipment sales manager of the All-Steel-Equip Company, Inc., Aurora, Ill., has been appointed sales manager of the industrial division. He joined the company in 1928.

Form Langlois and Wentworth

C. O. Langlois and Ralph C. Wentworth have resigned from the General Broadcasting Company and have formed Langlois and Wentworth, advertisers' radio service, at 745 Fifth Avenue, New York.

Starts "Modern Roofing"

Modern Roofing is a new monthly, with offices at 404 Fourth Avenue, New York. Sylvan Hoffman is publisher and Larry S. Harris is advertising director.

New Accounts with Hutchins

The Hutchins Advertising Company, Inc., Rochester, N. Y., has been appointed to handle the advertising of Stylograph Corporation, Rochester, and Ferry Specialties, Inc., Evanston, Ill. Hov

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Wasteful Stripping Plants

How Advertising Is Being Used to Stop Leakage of Panhandle Gas and to Save an Industry

GOOD example of the power A of advertising in educating the public and crystallizing its sentiment around a local problem is a campaign which is being waged by the Panhandle Conservation As-

sociation in Texas.

Summarized briefly, the problem is this: Because of an ill-advised law passed last year by the Texas Legislature, "stripping plants" are permitted to waste into the air 97 per cent of the heating value of Panhandle natural gas in order to get the other 3 per cent in the form of a trace of natural Some of these plants gasoline. are said to have used several hundred times the natural gas under their leases—draining the rest, without compensation, from adjacent leases. Hence, as the stripping process is cheap, it is profitable to operate these plants even though the gasoline recovery is trivial compared to the quantities of natural gas destroyed in the process.

More than fifty of these "stripping plants" are now operating in Panhandle, single ones of which waste into the air twice the gas used by Texas for all domestic

This tremendous waste was not foreseen when the law permitting these "stripping plants" was passed -its purpose being mainly to allow an immediate revenue to lease

owners.

Panhandle Conservation Association was organized about a year ago to educate the citizens the Panhandle to the quantity of gas being wasted in this way and to picture to them the inevitable outcome of these practices. The problem, therefore, on the part of those anxious to see this gas waste stop, both for the public interest and because of the industrial and natural gas pipe line investment totaling hundreds of

millions of dollars being jeopardized, was to overcome an almost complete indifference on the part of citizens of the Texas Panhandle

to this waste.

Naturally nothing much could be done toward correcting this situation in the Texas Legislature if there was not real sentiment for such a change. This public indifference was analyzed as being primarily due to a lack of knowing what was taking place and the in-evitable results of its continuance.

With this picture before it, the leadership of the Panhandle Conservation Association concluded that its funds should be devoted largely to an educational advertising campaign. Therefore, it was decided to run advertisements in a list of Texas newspapers, dramatizing in spectacular fashion this waste and its ultimate consequences.

A Striking Analogy Drives Home the Point

A typical advertisement in the series, showing the striking fashion in which the problem was handled, is one headed, "Are You Going to Let Stripping Plants Make a Ghost City of Amarillo?' Photographs in the advertisement show cities that were once prosperous but which are now almost wholly deserted. One such photograph shows the ruins of the Main Street of Nevadaville, Colo., which in the early Nineties was a flourishing city. The ore reserves of the rich mines in the vicinity of Nevadaville were said to be practically inexhaustible. But these were exploited quickly and carelessly, with the horde of exploiters disappearing overnight to greener Today only a half dozen families remain in the shell of a city once renowned.

advertisements present similar dramatic analogies.

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Feb. 21

Killing All Our Cattle"-"In 1871. Millions of Buffalos-Seven Years Later None"-these are some of the spectacular headlines used to drive home to the people of Texas the waste and economic disaster that the "stripping plants" are causing.

The results of the campaign have been highly gratifying, it is reported-particularly as the amount of money expended has been trivial in comparison with the impor-

tance of the problem.

Whereas before the Association began its activities the public was almost wholly indifferent to the problem, now hearings have started before the oil and gas committee of the Texas House of Representatives, speaking for a prompt legislative program which will stop the waste of Panhandle gas in the That this will be done at this

session of the Legislature is freely predicted.

Resolutions have been passed by County Commissioner the Courts in the fifteen Panhandle counties, by fraternal orders, labor unions and leading chambers of commerce of the area. The problem has aroused the concern of mayors of various Middle-Western cities now obtaining or figuring on natural gas, while Secretary Ickes devoted much of a recent speech before an oil convention to condemnation of Panhandle section gas waste.

In effect, a problem which was a matter of indifference, generally speaking, to everyone but a few, four or six months ago, now has developed into not only one of the most vital public questions in Texas today but has taken on a semi-national importance.

Goodrich Advances Gundaker

Guy Gundaker, Jr., for four years manager of the sales promotion division of the B. F. Goodrich Company, has been made manager of the newly created Goodrich automotive accessories department. E. R. Bell is manager of the accessories division and W. C. Roberts, manager of the battery division. Frank J. Rees succeeds Mr. Gundaker as sales promotion manager. E. A. Hughes becomes assistant to Mr. Rees.

. . . Adds Four Accounts

The Martin Advertising Agency, New York, has been appointed to direct the accounts of the following: J. W. Roberts & Son, Tampa, cigars; Gordon Manufacturing Company, New York, novelties; Masterlite Manufacturing Company, New York, and the Empire State Nursery Company, Newark, N. Y. . . .

Spier Made B.B.D.O. Director

Carlton L. Spier has been elected a member of the board of directors of Batten, Barton, Durstine & Osborn. Inc. He has been associated with the agency, in which he is a copy writer, for seventeen years.

Lindsay with Seattle Utility

L. E. Lindsay, for many years active in public utility work in Chicago, is now advertising manager of the Seattle Gas Company, Seattle.

Glett Joins Audio

Charles Glett, who has been engaged in the motion picture field as producer and distributor, has joined the staff of Audio Productions, Inc., New York.

Ferguson Heads Kelly-Springfield

The Kelly-Springfield Tire Company. The Kelly-Springfield Tire Company, a New York corporation, has been reorganized with the election of new officers headed by Frank C. Ferguson as president. Other officers are: Joseph F. O'Shaughnessy and Daniel O'Regan, vice-presidents, and Alexander Weinstein, secretary and treasurer. The reorganization follows the dissolution of a Federal receivership. Federal receivership.

Has Brewery Account

Barbey's, Inc., Reading, Pa., brewer of Sunshine Beer, has appointed Jerome B. Gray & Company, Philadel-phia, to direct its advertising account. Newspaper and radio advertising will be used.

Appointed by Chinese Importer

Yamanaka & Company, Inc., New York, importer of Chinese antiques and oriental art works, has placed its ad-vertising account with Thomas H. Reese & Company, New York agency. News-papers and magazines will be used.

Hazard Adds Slomanson

A. J. Slomanson, until recently an account executive with the Gotham Adver-tising Company, has joined the Hazard Advertising Corporation, New York, in a similar capacity.

With Ferry-Hanly

Edward Rotan, formerly with the New York Stock Exchange firm of Jesup & Lamont, has joined the Ferry-Hanly Advertising Company, New York.

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170,000 Inquiries from Women Readers in



We'll leave it up to you. . . . Is this reader-interest or isn't it?

Months

From September 1, 1934 to January 31, 1935, the Los Angeles Times received 170,000 or an average of 1200 daily inquiries, in answer to small-space women's features devoted to fashion, home-making, society, beauty, home decoration and kindred subjects.

That's the result of knowing what local women want to read and giving it to them—a program that has only begun to spread its wings.... Also the result of The Times reaching the largest and most alert home audience in Southern California.

Los Angeles Times

NATIONAL REPRESENTATIVES: Williams, Lawrence & Cresmer Company, New York, Chicago, Detroit, San Francisco. NATIONAL COLOR REPRESENTATIVES: Associated Newspaper Color, Inc., San Francisco, New York, Chicago, Detroit, Cleveland, Los Angeles.

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P. I. Advertising Index

Newspapers and Magazines Follow Upward Trend of Business and Show Increases over 1934

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THE newspaper index for Janu-ary, 1935 is 73.5, as compared with the average linage for the five years, 1928-1932, which equals 100.

This is a drop of 2.5 per cent from the figure for the preceding month.

There is ordinarily a drop in January as compared with December, so the decline in the index (which is corrected for seasonal fluctuation) indicates more than the usual seasonal decline.

On the other hand, the index for January, 1935 shows an increase of 6.8 per cent over January, 1934.

The first Newspaper Index, together with explanation of its construction, appeared in PRINTERS' INK, January 24, 1935.

The January Magazine Index

represents linage in January weeklies and February monthlies, and stands at 77.8. This is an increase of 6 per cent over December, 1934. January linage is ordinarily higher than December linage, so that the increase in the index, which is corrected for seasonal variation, shows more than a normal increase.

The January index also shows an increase of 15.1 per cent over January, 1934, thus maintaining the rather satisfactory recovery from low depression levels, discussed in previous articles. The first Magazine Index, together with explanation of its construction, appeared in PRINTERS' INK, January 17, 1935.

The magazine and newspaper charts appear on the following

It Might Be a Good Law, at That

FARM AND RANCH

DALLAS

Editor of PRINTERS' INK:

I want to compliment you on the very fine article entitled "Rural Selling in Fashion Again" by F. B. Nichola, which appears in your issue of January 31. Of course, those of us who are identi-

field with farm-paper activities appreciate thoroughly the many interesting details in this article.

I wish I could pass a law compelling every advertiser who is interested in the

farm field, and every advertising agency man, to read this article—because it would do them a lot of good.

MYRON B. STEWART.

Death of Spencer B. Hoard

Spencer B. Hoard, since 1905 with the advertising department of the East-man Kodak Company, Rochester, N. Y., man Kodak Company, Rochester, N. Y., died at that city recently, aged sixty-five. Since 1922 he had been assistant advertising manager "Kodak Magazine." editor and

STA Award Winners

Lester Beall, designer and illustrator, won first award in the exhibition of members' work being held in Chicago by the Society of Typographic Arts. Winner of the second award was

winner or the second award was james Mangan, advertising and general sales promotion manager of the Mills Novelty Company. Third award went to Harry H. Farrell, package and prod-uct designer. Dale Nichols, designer and illustrator, was cited for honorable mention.

mention.

The exhibition on display at the Marshall Field & Company Galleries, is the first showing of members' work which the society has sponsored. Originally scheduled to run from February 1 to 15, its popularity has been such that an extension to March 1 has been made.

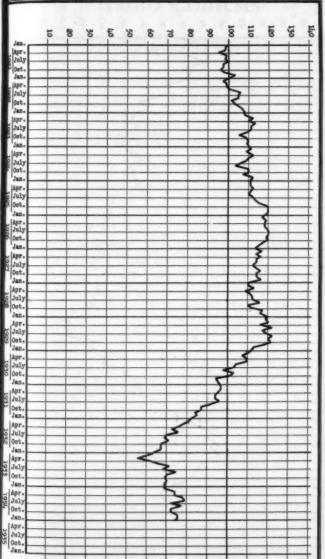
Has Dumore Account

The Dumore Company, Racine, Wis., electric drills, grinders and fractional H. P. motors, has appointed the Western Advertising Agency, Chicago and Racine, to direct its advertising.



100 - MONTHLY AVENAGE 1926-1932 INCLUSIVE

Corrected For Seasonal Variation



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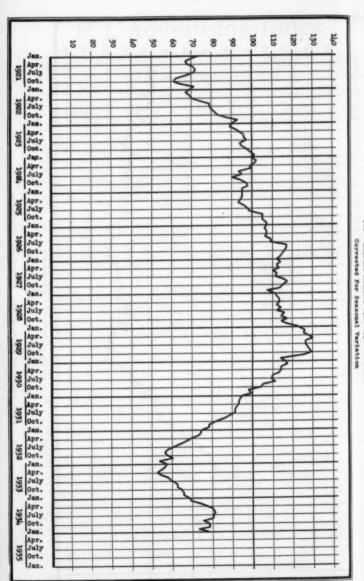
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100 - MONTHLY AVERAGE 1926-1932 INCLUSIVE COFFEETER FOR Seasonal Variation

Radio Contests

Duration, Prizes, Nature of Competition and Other Important Factors in Making Idea Build Sales

ELGIN NATIONAL WATCH COMPANY ELGIN, ILLINOIS

Editor of PRINTERS' INK:

Several years ago you carried a series of articles on radio contests. We should appreciate having either tear sheets or copies of these articles.

FRANK BRODSKY, Advertising Manager.

THIS letter is typical of many inquiries which are being received seeking information on the whys and wherefores of radio contests. What are some of the pitfalls to avoid? What ideas have been particularly successful? These are some of the questions asked.

They would seem to indicate that there are marked differences in the use of contests on the radio as compared with contests in general. Actually there are no deep differences. The purposes are the same—(1) to get new users, (2) to impress dealers with a demonstration of consumer demand, (3) to get people actively interested in a campaign, and (4) to test the pulling power of a medium.

Prizes offered over a radio contest are determined by the same yardsticks used in contests in general. Their selection depends upon the objective set by the advertiser. All that has been reported in PRINTERS' INK with reference to few and large value prizes versus a generous amount of awards has its application to radio contests.

Similarly there is little difference in the essential details regarding contest rules which should be announced to the public. The whole purpose, regardless of medium, is to give the public a quick and understandable idea as to what should be done to insure full participation in accordance with the rules.

Contests limited to announcement over the radio do not involve the use of a coupon. Neither do prospective participants have the opportunity to study the conditions as they do have when these are announced in printed advertising. There is the advantage in radio contests, however, of frequent announcement, broadcast after broadcast. These announcements, should be such that conditions are readily understood and directions for mailing so clear that, even though pencil and paper may not be handy, the listener will know how, when and where to send his entries.

Whether it is advisable to instruct listeners to go to their dealers for entry blanks will be determined by the advertiser's objective. He may use the contest as an instrument of demonstrating to the trade the public interest in his product and his advertising. He may also want his contest to be the means of getting distribution for sales promotion literature. He may want it to be the means of building up a prospect list with dealers. For any or all of these reasons, entry blanks may be distributed through the trade.

That use of the mails enters into all contests is conceded. Therefore, strict adherence to the postal laws regarding contests is essential. Certain restrictions are covered in the code of the broadcasting authorities. This imposes that no broadcaster or network shall knowingly permit broadcasting of any information which concerns a lottery, enterprise or similar scheme where an offer or prize depends on lottery or chance.

Contests that inclusively involve (1) a prize, (2) a consideration, and (3) chance, are prohibited. Consideration and chance, it should be pointed out, are capable of broad interpretation but if they come in conflict with the intent of the postal law, serious consequences

The Rural South

fron Ren

*SOUTH'S 1934 CASH FARM INCOME \$622,338,000 GREATER THAN IN 1932

State	1934 TOTAL	Increase '34 over '33	Increase '34 over '32
Texas	\$406,227,000	\$14,578,000	\$125,514,000
N. Carolina	216,203,000	70,893,000	130,357,000
Oklahoma	135,942,000	-5,782,000	41,596,000
Mississippi	111,308,000	12,534,000	40,716,000
Georgia	110,101,000	14,103,000	51,790,000
Alabama	106,458,000	33,269,000	47,392,000
Arkansas	102,097,000	13,399,000	24,133,000
Virginia	99,504,000	30,630,000	38,403,000
Kentucky	93,851,000	27,358,000	20,145,000
S. Carolina	90,063,000	24,725,000	43,844,000
Tennessee	88,665,000	15,476,000	25,115,000
Louisiana	85,971,000	17,820,000	29,586,000
Florida	77,569,000	12,784,000	1,010,000
West Virginia	26,340,000	3,166,000	2,737,000
TOTAL SOUTH : \$	750 299 000	\$284 953 000	\$622 338 000

TOTAL SOUTH: \$1,750,299,000 All other states: \$4,245,837,000 \$284,953,000 \$839,575,000

\$622,338,000 \$1,138,436,000

PER CENT SOUTH: 29.2

25.3

35.3

The March, 1935. Progressive Farmer

BIGGEST ISSUE in 15 YEARS!

Our March issue-with more than 21,000 lines of commercial—carries more adver-tising than any issue since 1920.

This issue shows a gain of more than 23 per cent in both all-edition and separate edition advertising over our big March issue of last year.

121 commercial advertisers are using all editions of the March issue.

P. S. And from present indications, our April issue will surpass March.

Cash com nited

Agricultu 8.D.A., Feb

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*Based on about 94% of all in come from farm products. U. S Department 6 Agriculture Report—February 1 1935.

LEA THE

More Than Net Paid 1, 1935

\$20,000,000 Market

Percentage Increase in Cash Receipts from the Sale of Farm Products, * and Rental and Benefit Payments, from 1932 to 1934.



nited States, Average - - - - 42%

ne South, Average 14 States - - 55.2%

Progressive Farmer

Birmingham

Raleigh

Memphis

Dallas

250 Park Avenue, New York

Daily News Bldg., Chicago

LEADING FARM AND HOME MAGAZINE

Than Net Paid

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Rate Base-850,000 Guaranteed

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can follow. Care has to be exercised to avoid employment of the "skill" factor so that it will not be viewed as a "chance" subterfuge. The only safe method to use is for an advertiser to submit his proposed contest to his local post master and ask him to have it passed upon before going ahead.

Broadcasters insist on full information, themselves, regarding a radio contest before it is advertised in any way whatsoever. They want these data as a protection to themselves and to the sponsor so that sufficient time may be had to clear up any snags that might exist. Further, careful check is given to the commercials on contests to make certain that these will not be an imposition on the radio audience.

The broadcasters' code also rules out all contests or offers which are based on a cost per inquiry contingency or any percentage deal which is substituted for a station's regular rates. This has ruled out the shrewd practice engaged in during past years when attempts were made to negotiate with smaller stations for time on the basis of payment proportioned on inquiries or entries received.

Some Contest "Don'ts" to Remember

Some don'ts to be borne in mind, if some of the more common pitfalls of contests are to be avoided, follow:

Don't be vague as to considerations. If carton tops or labels are required, specifically state so. Make it clear that fac-similes do not have to be skilful reproductions. If the contest concerns a puzzle, letter or origination of a name, explain clearly how such factors as neatness, manner of presentation and similar qualifications will influence selection.

Don't be indefinite as to where entries are to be sent. If to a sponsor direct, to a station direct, or to both, this should be made clear. If an objective of the contest is to test the pulling power of stations, plans should be made to see that every announcement groups all participating stations, or makes it

possible for each individual station to give instructions.

Don't be boring. All of a sponsor's audience will not be interested in his contest. Repeated broadcasting of details, if overlong, may also be tiresome to those who have previously noted them down.

It is important that ample preparation be made for the handling of entries once these begin to come in. This is especially true where the terms of a contest are simple and a large number of nominal prizes are offered. A recent offer made in connection with Amos 'n' Andy required Pepsodent to take over an entire floor to handle the more than 4,000,000 letters said to have been received.

Sponsors should make it clear that final decision rests with the judges and it is well to announce the names of the judges. To remove the chance element, the announced closing date should be a determined postmarked date of mailing and not a date of receipt

of the entry.

Whether contests are holding their own or waning in popularity is a moot question. In one quarter they are reported to have reached a peak in January of this year when more than twice as many were being broadcast compared with a year ago. February, to date, has shown a noticeable slump. Another competent observer reports contests to be running fifty-fifty with programs which make an offer of something of nominal value.

While, on the one hand we have those who think that contest popularity is abating, we have, on the other, a letter-writing contest which starts this week and offers a \$10,000 cash prize. This is being conducted by the Selby Shoe Company, which also offers to equip a shoe wardrobe for life, together with numerous weekly prizes of

Just how much money prizes influence entries is a disputed subject. One sponsor who ran a sixweek contest, offering two prizes in every State, distributed 2,000,000 entry blanks and closed the contest with 29,000 entries. A later series

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merely asked for an opinion and offered a premium. In nine days this brought in 842,000 requests.

"We have enough information," one expert reports, "to show that straight offers will appeal considerably better than contests. I think many advertisers go into a contest without really thinking very deeply about it. They think that the waving of money before the public is the only thing that will bring in huge entries. But the records show that money hasn't everything to do with results."

The experience of one sponsor is cited. Over a period of five broadcasts he offered prizes totaling about \$1,200. He got 140,000 entries. Some time after, he repeated the same contest but offered \$5,000 in prizes. But the number of entries ran about the same as when he offered the smaller cash awards.

Willard Crull, vice-president of the Campana Sales Company, has some pointers to contribute in his description of the contest which his company conducted for the purpose of introducing a new product.

"In September, 1933, when we introduced this product," he said, "which is a skin cleanser for women and an after-shave lotion for men, we decided to introduce it by a contest of twelve weeks' dura-tion, which would have for its object the discovery of a suitable name for our product."

A special carton was designed. The space which normally would have carried the name of the product was left blank. A line descriptive of the product was placed at the bottom of the carton which was known only as Campana's Skin Invigorator. Each week two prizes of \$500 each were offered for the two best names submitted.

At the end of the twelve-week period, when \$12,000 in prizes had been awarded, a name from those submitted among the twenty-four prize winners was selected and this grand winner received a final prize of \$3,000. The winning name, Dreskin, was inserted in the blank panel of the carton.

"We feel," said Mr. Crull, "that the contest justified itself in every way. Our main object, naturally,

was to secure distribution for this new item and this was accom-Contestants were obliged to step into a drug or department store and purchase a 35-cent bottle to enter the contest inasmuch as a carton was a qualifying need. The contest developed calls for product in retail outlets and this, in turn, of course, encouraged deal ers to place the product in stock."

That is one type of contest, tailor-made to answer a particular problem. Other instances can be cited of sponsors who have been using the contest over a period of three and four years and whose satisfaction with this method of sales stimulation is expressed in the fact that they are continually introducing new ones. The question of duration and frequency can only be determined by studying the surrounding circumstances. A contest is a special stimulant. Advertisers who have used the device extensively have learned by experience, when the radio audience will begin to tire of one competition.

Those without this experience to guide them will have to be governed by common sense as applied to any particular set of circum-

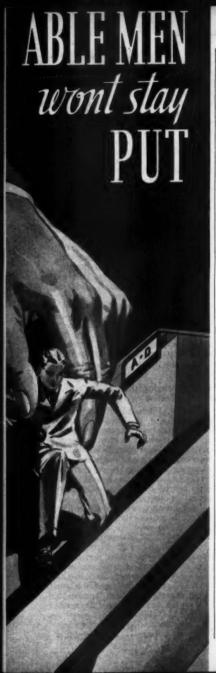
stances.

Finds Changing the Prizes Effective

Gail W. Fitch, advertising man-ager of The F. W. Fitch Company, reports that his company has been on the air with a contest continuously since September, 1933. "It has been our experience," he said, "that changing the prizes is very effective. Certain prizes appeal to a certain type of people and do not

appeal to others.
"For instance, we gave away five \$10 cash prizes for a period of time. Then we used a letter contest with \$75 for first prize, \$50 for second, and twelve \$2 prizes. This ran over a thirteen-week period and was the least effective of our contests. After that we changed the prizes to giving away five \$50 Elgin wrist watches on each broadcast. This plan has been the most effective."

Every entrant in a Fitch contest receives a sample of a product



other than the one advertised over the air. This other product is a hand-running item closely related to the main product advertised in the broadcast. "This item on which we send out samples." Mr. Fitch reports, "is mentioned twice in the program. Quite frankly, we have built up a nice business on this second item with this plan.

"The simpler the contest, we have found, the more entrants. Complicated contests retard returns very much due to the fact that it takes too much commercial to make clear to listeners just what the contest is. For example, in our contest we originally specified that the front of a carton be submitted with each entry, and then later we changed it and said to just send in a carton. and our returns increased 50 per cent."

A. E. Hanser, advertising manager of the Hecker-H-O Company, also advocates simplicity. All that is asked of young entrants is that they write in a single sentence, such as "I like H-O Oats." Prizes are awarded on the neatest and most attractive letters judged according to the age of the contestant. But in every instance, non-winners are sent something in order to try to keep everybody happy.

Now Have Separate Sales Forces Now Have Separate Sales Forces
The Crocker-McElwain and Chemical
Paper Manufacturing Companies, Holyoke, Mass., hereafter will each hetering own sales force. Thomas W.
Harrington, since 1926 in charge of the
New York sales office for both mills,
will be sales manager of Crocker-McElwain and will be assisted by Hobert
J. Shanley and E. Franklin Miles.
Leo H. Hulett will continue as sales
manager of the Chemical company and
will be assisted in the East and in New
York by Walker B. Holmes and James
P. Dudley.

york by Walker B. Holmes and James P. Dudley.
This division of sales activities includes all of the territory East of Detroit. Chicago and the Middle-West will be handled by Edward W. Beimfoltr, who will represent both mills. The Pacific Coest territory will be converded. Pacific Coast territory will be covered by Sidney S. Rogers. Edson S. Dun-bar will continue to cover the Southern territory for both mills.

Doolittle Increases Staff

Doolittle & Company, Inc., Chicago, has added Don Kielty and Rodney M. Ruth to its art department.

ed over act is a related tised in which Fitch in the ve have on this

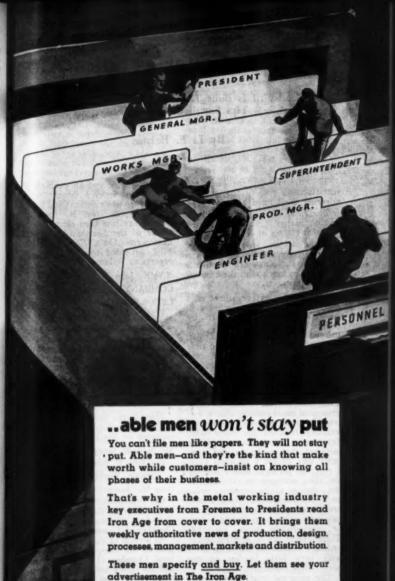
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hicago, ney M.



SEND FOR A SAMPLE COPY. It will give you a good idea of its editorial scope and the character of the advertising which it carries.

239 West 39th St.

New York City

Personal Letter as Sales Aid

How Good-Will Is Built Through Writing to Customers on Tips Supplied by Salesmen

By L. E. Barnes

Sales Manager, Benedict Mfg. Co.

The Set-up. A medium-sized manufacturer with fifteen salesmen covering the United States.

The Product. Six distinct lines of the luxury type going to ten different classes of outlets.

The Problem. How, in view of the relatively infrequent coverage of salesmen, to maintain good-will and keep in touch with the customers and prospects.

Nearly every well organized sales promotion department includes in its activities, regular contacts by means of circular letters, and printed literature to its mailing list. Such activities have time and time again proved their worth. The company with which I am connected uses direct mail consistently and successfully.

But there is one supplemental activity that can be added to these groups of mass mailing that is extremely important and creates an intimacy between the home sales department, the customer and the salesman, that can be obtained in no other way except a personal visit. I refer to personal letters sent by the sales manager or president of the company to the important prospects and customers. These letters are based on tips furnished by the salesmen either immediately before or immediately after his call. These letters can be handled in the ordinary routine of the desk work with very little burden on the home office executive.

The principal problem is to get the co-operation of the salesmen in this work. This can be attained only by patient and diplomatic endeavor. Once a salesman is sold on the idea, however, his co-operation comes as a matter of course. Let me give you an example of the type of letter I mean. Salesman Bauer while in Portland learns that prospect John B. Jones of Seattle has just been elected a director of the Seattle Chamber of Commerce. On a "Personal Letter Slip" provided by the house, he reports as follows:

NAME John B. Jones COMPANY John B. Jones Co. CITY & STATE Scattle, Washington

Personal Note

Mr. Jones has just been elected a director of the Seattle Chamber of Commerce. Although I have called on this concern for the last two years, I haven't been able to do very much with them.

Salesman

Bauer

Here is the letter that goes out over the signature of the sales manager or the president:

Mr. John B. Jones c/o John B. Jones Co. Seattle, Washington

Dear Mr. Jones:

Our representative Mr. Bauer has just written us that you have been elected a director of the Seattle Chamber of Commerce.

As several of the principal executives of our company are active in local Chamber of Commerce work and are strong believers in activities of this kind, I am dropping you this line to tell you of our pleasure in learning of the confidence placed in you by the civic leaders of your city in the important work which you have undertaken.

Mr. Bauer will be in shortly to

Feb. 21,

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Sales

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Mr. J. Fair Cit Dear M

Mr. garding day an skeptice ness of putting agree extend his personal congratulations.
Yours very truly

To dictate that letter, is a matter of five minutes or so, and I leave it to you whether it is going to help Mr. Bauer to get a piece of that Jones business in the future.

Salesman Hall calling on one of his smaller accounts, but nevertheless an important one in Atlanta, Georgia, gives us a Personal Letter Slip on John Smith, whose wife has just presented him with a fine eightpound boy. Would a letter like this from the sales manager or president hurt Mr. Hall's chances of increasing business with that account?

Mr. John Smith Atlanta, Georgia

Dear Mr. Smith:

Congratulations!

Mr. Hall has sent along the glad tidings. I always feel here, as do our other executives, that we can come to know our customers personally through our frequent mail contacts. We try to think of them as friends, rather than merely "Accounts," so I am sending along this little note with the hope that some day that boy of yours and my own son will be doing business together. Let us hope so.

Yours very truly

Then we have the letter less personal in its nature, but relating to some business matter or factor of our product. Salesman Leslie, turns in a slip saying that Mr. Hardboiled of the Fair Department Store likes the design of our large trays, but is not satisfied that we are putting on as much silver as some of our competitors. Here is the letter that goes to Mr. Hardboiled:

Mr. J. P. Hardboiled
Fair Department Store
City

Dear Mr. Hardboiled:

Mr. Leslie has written to us regarding his visit with you the other day and tells us that you are a bit skeptical as to the degree and thickness of silver plate which we are putting on certain trays. We quite agree with you that this is one of

the most difficult factors for a buyer in our field to determine. There are no standards in the trade by which the amount of silver plate on any given article can be readily determined. The integrity of the maker is usually the best guarantee of the proper amount of silver plate. We therefore call to your attention our fifty years of successful operation in this business. I think you will agree, Mr. Hardboiled, that no company could remain in the silverware business for fifty years unless they put a pretty generous amount of silver on their products.

However, I can be even more specific than that. On our #1363 tray for instance, we put eight pennyweights of silver to the square foot of surface, which our boss plater says is too much. Anyway, it would take an awful lot of abuse and many years of wear before the base metal shows through. We have for years, made an unconditional guarantee that any consumer can without charge have any piece of silverware bearing our quality trade-mark replated without charge, if she feels that it has not given satisfactory service.

In checking us up on this, it seems to me that you show a keenness in buying which is rather unusual. We have found our greatest success with just such buyers as yourself. If at any time I can give you any information regarding technical matters relating to silver plated ware, please command me.

With kindest regards.
Yours very truly

These are just a few of the sample letters. Naturally, these personal letter slips cover a myriad of different subjects. They are particularly useful in the case of complaints. A personal letter from a high officer will do more to settle a complaint than a dozen letters from a correspondent clerk. If it is necessary to get certain facts before one of these personal slips can be handled, let your secretary or someone else get the facts. Don't let yourself get tied up into loss of time. The president's or sales manager's value in this picture comes in the type of letter that he is capable of writing and the

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importance carried by his signature.

Not long ago, we received a 60 per cent response from the following letter individually typewritten and signed by the president to a list of accounts whose business had shown a rather sharp drop in business or who had failed to buy anything from us for a period of one

Mr. L. B. Barnum Springfield, Calif.

Dear Mr. Barnum:

I suppose I am what an efficiency expert would call an "Old fashioned president." I like to review the mail when it comes in the office in the morning-seeing the salesmen's orders, the mail orders, the checks, the letters from customers, and the complaints. I really become acquainted with our customers that way, and get to know them as old friends.

I come to expect certain orders when our salesmen are working certain towns—and sometimes I am dis-appointed. In fact, I am a little disappointed right now. I have been missing your orders so I asked Miss Chappell, our bookkeeper, to tell me how your purchases from us compare with a year and two years ago. Frankly, her answer was disconcerting.

So I am taking this means of asking you "How come, Mr. Barnum?" Our company has made tremendous strides in the last two years in remaking our line so our customers may be helped in meeting today's difficult conditions. The success of our efforts can best be told in the fact that our customers bought from us nearly 40% more in 1934 than they did in 1933.

This makes me all the more puzzled that your business with us has dropped off.

Maybe we are at fault here. If you will drop me a line on the enclosed memo card, telling me your side of the story and enclose it in the stamped, personally addressed envelope enclosed, I will deem it a favor

Yours very truly

Customers, large and small, are highly complimented by attention from the head of the house. The smaller the dealer, the more he is complimented.

The plan of personal letters to customers costs little, builds goodwill and increases business.

Nev DAN 110 Ch

Lake

Three Liquor Papers Combined Liquor Selling, published by Eugene A. Sittig & Sons, Chicago, has been acquired by the publishers of Liquor Store & Dispenser, New York, and consolidated with that magazine. Wine & Liquor Profits has also been acquired by and combined with Liquor Store & Dispenser.

With Radio Representatives

Gene Furgason has joined Greig, Blair & Spight, Inc., radio representative, Chicago. He will devote his time exclusively to the Southwest Broadcasting System and affiliated stations. He was formerly with KTSA, San Antonio; KNOW, Austin, and KPRC, Houston.

Tanner Appointed by Cochrane

Charles B. Tanner is now advertising and sales promotion manager of the Charles P. Cochrane Company, Phila-delphia, carpets and rugs. He formerly was with Geyer-Cornell, Inc., New York. . .

Atlanta Club Elects

Robert E. Martin has been elected president of the Atlanta Advertising Club, succeeding Oscar R. Strauss, Jr.

Names Reese Agency

of the highest kind.

Davis Collamore & Co., Ltd., New York, glass and china ware, has ap-pointed Thomas H. Reese & Co., Isc., New York, to handle its advertising. Newspaper copy is being released in New York, Pennsylvania. Michigan and Massachusetts, in addition to magazines.

Join Gerth-Knollin

James R. Torrance, commercial artist, formerly conducting his own studios at San Francisco, has joined the Gerth-Knollin Advertising Agency, that city. Betty Bowman and John Logan are also recent additions to the staff.

. . . Bedding Account to Atlanta Agency

James A. Greene & Company, Atlanta agency, have been appointed to handle the advertising account of the Palmer Brothers Company, New London, Conn., comfortables and mattresses.

Desgrey Starts Service

Charles H. Desgrey has incorporated a publishers' service for the promotion of advertising and circulation, with of-fices at 51 East 42nd Street, New York.

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New York Office DAN A. CARROLL

110 E. 42nd St.

Chicago Office J. E. Lutz

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cial artn studio e Gerthhat city. are also

Agency Atlanta Palmer , Conn.,

rporated romotion with ofFFICIAL statistics for local retail business show Washington (D. C.) still steadily on the increase—a natural result of its growing population. Ianuary 1935 records an increase of 12.9% in retail sales over 1934. The increase in 1934 over 1933 was a gain of 10.1%.

> The per capita earning and per capita spending are both high in Washington—offering a market that should not be overlooked.

> You will want to use the medium to which the local merchants give almost 50% of the total lineage used in all five of the Washington (D. C.) Newspapers. Of course, that's THE STAR—Evening and Sunday -the ONE and ONLY NEWSPAPER NEEDED.





Blooming on the counters of 3004 of the country's mooming important department stores, and on newsstands Mar ORCE low it t 20th.

Food and Fashion pages enlarged and gloriously ill f those trated in full color.

Beauty and Hostess pages dramatized and made me colorful, entrancing and helpful.

Many more colored editorial pages sparkling with pHUStographs and entertaining illustrations.

ADVERTISING FORMS FOR THIAY I

Net paid circulation for May will be in excess of 1,800,

New rates based on circulation of 1,500,

\$4,850.00 for black and white page \$6,400.00 for color page

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W YORK

Word for Net

1035



try's m Booming with advertisers who believe, with us, that ds Mar ORCED CIRCULATION "isn't worth the powder to low it to hell."

fany more pages added at the last moment to take care asly ill f those advertisers who are backing their convictions, oncerning the elimination of FORCED CIRCULA-ION, with their orders.

wenty per cent more advertising than estimated, and orty new accounts this year to date.

with pl HUS—the first "streamlined" fifteen cent Delineator April issue) has gone to press.

THAY ISSUE CLOSE FEBRUARY 25th

DELINEATOR

EW YORK

f 1,800,0 f 1,500,0

CHICAGO

SAN FRANCISCO

A Word for Net Billing

A. N. A. Agency Compensation Plan Is Hailed by This Writer as Being Best Way Out

By Charles Austin Bates

"INASMUCH as the advertising agent is the agent of the advertiser"—

This illuminating sentence taken from the A. N. A. report on agency compensation, has an authoritative ring, but it yet remains to be seen just how far the A. N. A. will get with the numerous agents and publishers, who, on occasion, assert that the agent is the agent of the vendors of advertising vehicles.

It seems altogether probable that, if the membership of the A. N. A., controlling as it does the great bulk of national advertising, were to really make up its mind that the "agent is the agent of the advertiser," it could have its own way about it and could write its agency contracts in whatever form it was prepared to insist upon. For, after all, the only advertising money that agents and publishers handle is the advertiser's money—and he who pays the fiddler is proverbially entitled to call the

From the first time I ever learned anything about the advertising agency business—and that was a long, long time ago—I have been unable to see how the agent could be otherwise than the agent of the advertiser. That's what he tells his clients, and I see no reason to doubt the practically universal sincerity of this statement. However, the numerous publishers' associations are quite firm in their assertions that the agent is the agent of the publisher, and is paid by the publisher (through the agent's commission) for soliciting business for that publisher and in general for devoting his life, energies and ability to educating business men to the beauties and beneficence of advertising.

Under this theory, the advertiser

is supposed to get free all of the services of the agent, but inasmuch as the advertiser's money is the only money involved, I have never been able to see much sense in the idea that he gets agency service for nothing.

Agents may find a trading advantage in the pretty generally used 15 per cent commission, because it supplies a sort of yardstick by which the value of agency service may be at least theoretically established.

But, everybody who has ever been in the agency business, knows that in many cases 15 per cent is not enough, and that in many other cases it is so much too large that it can be justified only by padding the service with extraneous matters, which may, or may not, have value—or, by frankly rebating a part of the commission, which the agent has, of course, promised the various publishers' associations that he will never, never do.

Would Ultimately Clear the Atmosphere

The general adoption of the A. N. A.'s proposed forms of agency contracts calling for billings at net cost, plus whatever percentage may be agreed upon between the agent and the advertiser, might temporarily lead to some confusion, but ultimately, and before very long, it certainly would clear the atmosphere. Perhaps also it might clear the agency field of a good many agents of questionable equipment and ability.

On the other hand, it might work very greatly to the advantage of some of the smaller, but able, agents, who now have great difficulty in competing with larger organizations, whose abundance of scenery is quite overpowering to the a doesn so w

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the advertiser. The agency service doesn't cost him anything anyway, so why shouldn't he get the most that he can for nothing? The adoption of the net form of contract in billing would, of course, in the beginning, be a nuisance to the publishers because of the necessary revision of rate cards.

Members of the A. N. A., and other advertisers as well, would not be content to have the agency commission abolished, with the result that their costs would be increased by whatever percentage they paid the agents.

Something over thirty years ago,

Frank A. Munsey, announced that so far as his magazines were concerned, there would be no more agency commission, and what the publishers, the agents and the advertisers did to him was a-plenty. My recollection is that he reversed himself within about sixty days -an action which he performed "with the greatest of ease," having practiced it so frequently. If he had reduced his rates in an amount equal to the agent's commission, he would probably have gotten away with his plan, and would have been regarded as a pioneer and a patriot.

Dizzy Pitches for Grape-Nuts

BASEBALL'S strike-out king, Dizzy Dean, now goes to work for Grape-Nuts with, as General Foods describes the situation, "bases loaded for another record breaking year." Credit for the set-up which greets Dizzy's entry into the play, is given to the successful results produced during the campaign which high-spotted Admiral Byrd's second Antarctic expedition.

Some time ago it was reported that General Foods had signed up Dizzy to star in a comic strip series. The campaign gets under way this week with the issuance of March magazines. Following will be a series of color advertisements in the comic sections of ninety-three Sunday newspapers. Eleven

farm papers and more than 2,600 rural weeklies will carry the same style of advertising.

All the advertisements will feature Dizzy as the hero in a sequence of thrilling adventures. The schedule will carry through to the end of the baseball season. Tying up with the copy is specially prepared display material all built around the hero of the diamond who will also be featured in the Dizzy Dean Winners Club, in connection with which premiums will be offered. Girl members will receive bracelets, boys will receive membership pins.

Details as to membership are printed on the Grape-Nuts packages. Prizes can be won by saving the tops of cartons.

Rolan with March of Time, Inc.

Ralph Rolan, on March 1, will join March of Time, Inc., New York, as vice-president in charge of promotion. He has been with Batten, Barton, Durstine & Osborn, Inc., as an account executive and field man and has also been handling work on the "March of Time," film activity of Time, Inc.

Joins Redfield-Johnstone

Dorothy Noyes has joined Redfield-Johnstone, Inc., New York agency, as vice-president. Miss Noyes had been conducting her own business in that city as merchandising and advertising counselor.

Denham Starts Service

Athel F. Denham, who for eight years has acted as Detroit editorial representative of the Chilton trade papers covering the automobile industry, has resigned to start a technical advisory service for automobile manufacturers. He will combine with this work the Detroit representation of Motor.

Biscuit Account to J. W. T.

The Canada Biscuit Company Ltd., London, Ont., has appointed the J. Walter Thompson Company, Ltd., Montreal and Toronto, to direct its advertising.

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.. and it's a maned

THERE'S a sign like this on every store window in the mod country—for the manufacturer who's smart enough remore know it's there. What does it mean? Just this:

"You can't sell any more than we retailers manage to sell for you. Don't just sell to us—help us sell our customers. The better job you do, the more money both of us will make."

Your biggest need—your biggest opportunity—are in the ould more field of retail merchandising. Has it occurred to you that the ne to the American Can Company should be in a position to help company. Indeed, what more logical source of information about maken help. keting packaged goods, than a company with such wide or display perience in building successful packages and displays?

AMERICAN CADM

Why does American Can Company concern itself with problems of retail merchandising?

Our reasons are the same as yours. We cannot sell more packages than you sell for us - you cannot sell more than the consumer buys. The consumer is our common goal.

aned job for us all

w in the modern package—the modern point-of-sale display ough thre more than so much fibre or metal. They are selling tools speed the flow of goods where retailer and consumer meet. o build them successfully we have had to study marketing. We have had to know what goes on in retail stores, and in onsumers' minds.

ou have a marketing problem? Or believe your product e in thould move faster than it is doing at the present time? Drop a that thene to the Sales Promotion Department of the American Can to helptompany, 230 Park Avenue, New York City-possibly we out maten help. Whether or not your problem concerns packaging wide ear display, we should be glad to talk it over with you and ontribute what we can.

ADMPANY

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"Space"—and Advertising

In Using Industrial Papers Are You "Running a Schedule"?
Or Really Doing a Job?

By an Industrial Advertising Man

MY real selling job starts, all too often, just after the contract is signed. They've bought it—that nice-looking schedule of thirteen, or twenty-six, or fifty-two pages—and now it's up to me to persuade them not merely to fill it, but to use it. And compared to the arguing, beseeching and praying that it sometimes takes, the total of all the discussions that led up to signing the contract is not a circumstance.

We all know how schedules come into existence. First there's an ambition to do some advertising. Then there's the appropriation; then the conferences, and the presentations, and the searches for "themes" and "copy slants." And then the decisions. Thirteen pages in this publication; twenty-six pages in that.

Then the cut in the appropria-

tion. Somebody gets knocked off, and bites, kicks and scratches his way back on again. Somebody else crashes the gate at the last minute on peremptory orders from somebody higher up. But at last there's your list; checked and double checked; O. K'ed by everybody clear up to the Big Chief. And then everybody, again including the Big Chief, sits back and heaves a few sighs of relief. That's done.

But is it? Oh, no. It's just the barest beginning. All you've got, up to now, is a space schedule. The advertising schedule is still to be created. And all too often (at least in the industrial advertising field, which I happen to know best) everybody has been so completely exhausted by the labor of creating the space schedule, that the advertising schedule

Sold will

The pictures definitely illustrate the story the copy tells

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never does get created. For just as stone walls do not a prison make, neither do fine pictures, eloquent words, nor even ingenious and attention-arresting ideas make an advertisement.

Let's look over some of the current industrial publications. Here's a neat, attractive page, and the name signed at the foot of it is that of a big company that stands well in everybody's opinion. But let's not name that name. thing I'm talking about is not so uncommon-more's the pity !that there's much danger of your guessing it. And after all, so few of us feel able, these days, to turn down a thirteen-page order that we can scarcely afford to throw bricks at anybody who insists on giving us one, in spite of the fact that after he buys the space he doesn't, apparently, know what to do with

Well, he put a good-looking picture into it, didn't he? A nice expensive cut, and a good slashing drawing with plenty of action. The layout was made by a man who knows his business; and the copy is a smooth piece of grammatical English. All the right words are used, and they're in the right places.

Then what's wrong with it?
You know as well as I do. What
is there in it that this company's
customers—actual and prospective
—can get their teeth into? Just
what is it trying to sell them?
Can you visualize any definite,
planned and clear-cut job which
this company has in view, and
which this page of text and pictures is helping it to carry forward?

We both know, you and I, all too well how this page came into existence. Somebody had it noted on his calendar that by a certain date he must, in order to meet a schedule, deliver a page layout, copy and illustration. So he mulled around a while; perhaps even went to the length of appealing to the fellow at the next desk; and finally, out of his own inner consciousness, or out of his storage file of possible copy ideas, pulled from his hat a rabbit that on inspection he thought would do. So he wrote a piece of copy around



This advertisement reflects honest pride and energy

it of exactly the right length; he ordered the drawing and layout from a first-class artist; he took pains to secure a good cut; and away it went.

What is more, so easily do we fool ourselves that he honestly believes, and so do his superiors, that by this process he created an advertisement. Unfortunately, his customers know better—or would know better, if they could feel the lack of something they haven't had.

Now turn the page. Here's something different. Look at this advertisement of the Northwest Engineering Company. Perhaps it järs upon your artistic senses? Sure, there's a lot of black in it. Probably the man who made that other layout we were just discussing would raise a superior eyebrow at all these massive capital letters and exclamation points and question marks.

But let's look at what it says. Look at the long muster-roll of Northwest's customers—every one of them a name that means something to any person in the contracting business. Just feel the honest pride and glowing energy that comes out of that page! You know right away that the man

Feb. 21

who O. K'ed that advertisement didn't do so merely because he had bought some space and had had to find something to put into

Here you see, is a man who is using space in this publication to do a definite job that he knows is an essential part of his business. He is using it to tell his particular market of his pride in the machines he builds, and of his customer's satisfaction with them; and doing it because he knows that the more he keeps those two things before the eyes of the industry he serves, the more machines his salesmen will sell.

"Aha!" I hear somebody say, right away. "We know all about it now. Just another argument for the same old story—testimonial advertising."

Not necessarily. It is true, and it is more than a coincidence, that the real advertisers in the industrial field are turning more and more in the direction of what might be called testimonials, but what I would prefer to call case-reporting.

But the point I am trying to make goes a long way beyond this. These real advertisers aren't doing this sort of thing just because somebody said "Ho-hum! let's run some testimonial advertising." They are doing it because, once they clearly saw the job they had to do, and that these pages were tools with which they could do it, they also saw that the natural and right way in which to tackle it was to talk in terms of specific facts and concrete experience.

This is something you can't pin down into any technical jargon of "testimonial advertising." "negative appeal," "copy slant," and so on. Right here in this same magazine, for example, is a page from the Koehring Company, never so much as mentioning a customer, but talking with the same kind of pride and enthusiasm about the new engineering developments and improvements it has worked out during the last year. It wants everybody in the field served by this publication to know about these things—and to know that it is proud of them—for that same



FULLER

New Client

We are pleased to announce that we are now serving The Bryant Electric Company, Bridgeport, Connecticut.

NEW YORK

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The Aluminum Gooking Utensil Co.

Aluminum Seal Co.

American Can Company

Art Metal Construction Co.

Associated Tire Lines -The B. F. Goodrich Rubber Co.

The Austin Company

The Bassick Company

The Bryant Electric Co.

Cary Maple Sugar Co.

Central United National Bank of Cleveland

Chase Brass & Copper Co.

Cleveland Fruit Juice Co.

Commonwealth Shoe

P. & F. Corbin

Detroit Steel Products Co.

Emery Industries, Inc.

The Fox Furnace Co.

Hotels Statler Co., Inc.

Kensington Incorporated of New Kensington

The Leisy Brewing Co.

Meterstoker Corporation

National Canners' Association

Nation's Business

New York University

Printers' Ink

The Standard Register Co.

The Templin-Bradley Co.

University School

Westinghouse Electric & Manufacturing Co.

Westinghouse Lamp Co.

West Penn Power Co.

The Wood Shovel and Tool Co.

The Wooster Brush Co.

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thoroughly practical reason that this knowledge on the part of its customers will help both them and the Koehring company.

Then, here is the Bethlehem Steel Corporation talking about its heavy-duty steel piling. It shows you a picture of some of this piling in actual service on a certain kind of job. Of course it gives you names, dates and places.

But it does a good deal more than that; because as I happen to know, it has a good deal more than a "testimonial" in view. It tells just what kind of job this is, and precisely how the piling is set; because this advertisement is a completely practical demonstration of why, when, where and how to use this particular kind of piling-a thing that a great many construction engineers will cut out and carefully file away against the time when they may have just this kind of a job to set up. "The best way to sell 'em is to show 'em

low to use it."

If there is any one thing in which, it seems to me, industrial

advertising has lately been showing the most encouraging kind of signs of progress, it is in this growth in the realization by industrial advertisers that they have a job to do and that advertising is simply a tool-though it comes pretty near being an indispensable tool-with which to do it. Compared to this fundamental gain in knowledge of the principle, all the technical improvements we have made in the way of better pictures, better layouts and smoother copy are no more than gratifying de-

We used to talk and argue a lot (some of us still do) about 'personality" in industrial advertising. The pages of some of the technical publications used fairly to ooze personality. You couldn't turn one of them over without having some new and weird trade character pop out at you, waving things under your nose, shouting and even trying, usually in pretty heavy-handed fashion, to joke with

Lo Well, compared with the still in w AUDIENCE!

older style of the picture of the factory with an inset oval miniature of the founder, and the star-tling statement that Jones' Gadgets Are Standard for the Trade. that "personality" stuff wasn't so bad for its time and place. Probably it was a real step forward in Comits day.

The trouble was that it was what I call synthetic personality. It didn't arise naturally out of the advertiser's effort to tell people things that would help them to do business with him, but out of a wholly artificial theory of what advertising was and what it ought to do.

There is more personality, I believe, in industrial advertising today than there ever was before; and less talk about it. There's no need to talk about it, because this time it is real personality—the natural expression of men who are themselves first of all human beings at work on jobs they enjoy doing and in which they take pride.

Look at this double-page spread in which Allis-Chalmers tells you

what Mr. A. J. Hendrickson thinks tractors. of A-C Hendrickson himself, not posing nor pointing, but standing with perfect naturalness, his hands hanging down, his coat blowing back and his pipe in his mouth; looking, you know at once, ex-actly as he always looks when he's at work. And here are pictures of A-C tractors at work on some of Mr. Hendrickson's jobs.

They're good pictures with lots of action; but, that's not the point. They provide definite illustrations of the points in the story Mr. Hendrickson tells. I'd rather see poor pictures that tell a real advertising story, than the finest and most beautifully reproduced photographs that didn't seem to have much of anything but their beauty to justify their existence.

Personality? Look at these two pictures of West 183rd Street, New York, in this advertisement of the Hastings Pavement Com-pany. Then read the story that tells you that the three-year-old youngster standing on that pave-

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ment in 1899 is the same person as the dignified Chief Engineer standing on that same pavement in 1934! Plenty of human interest in that; and yet personality, you'll notice, that has an advertising story to tell, and one with mighty practical and valuable implications for pavement purchasers.

Of course nobody comes up every time with a winner like that one. But it all comes back to the same fundamental. Don't buy advertising space just because other people do. Don't buy it because of some vague notion that it's expected of you. Don't even buy it because you have a general idea that it helps your business. Buy it because you can see a definite way to use it to help you to do a specific and profitable job.

We've still got plenty to learn, all of us, about the better and better ways in which we can use this tool called advertising. Only a few, even of our real advertisers, have for example begun to grasp the possibilities of gearing specific advertising stories to specific editorial programs-and of the fine art of timing. But the foundation of these and still further improvements and refinements is and will be the knowledge that advertising is more than appropriations and schedules and ideas and copy and pictures; that advertising is a way of doing business.

The exigencies of earning a living compel many of us, all too often, to be space order-takers; but I get my real kick out of sell-

ing advertising.

"Paid" Circulation

CASE-SHEPPARD-MANN PUBLISHING CORPORATION NEW YORK

Editor of PRINTERS' INK:

Congratulations upon your straight-hitting editorial on page 107 of your February 7 issue, urging more definite distinction between legitimate paid circulation and the questionable type that supposedly legitimate A. B. C. publishers slip in as "paid."

KARL M. MANN, President.

Has Oil Account

First National Brands, Inc., Chicago, distributor of nationally advertised petroleum products, has appointed the Gardner-Greist Company, of that city, as its advertising agency.

Joins Keeney Publishing

Frank Kottra has joined the Keeney Publishing Company, Chicago, as circu-lation manager of its Heating, Piping & Air Conditioning and American Artsan.

New Office for Jewish Weekly

The Spokesman, Louisville, Jewish weekly, has opened a New York office. B. B. Rowe, advertising manager, will be in charge.

Appoints Cleveland Agency

The Casco Company, Canton, Ohio, has placed its advertising account with Richardson-Plant, Inc., Cleveland agency.

Sets Financial Convention Date

At the annual mid-winter conference of directors and officers of the Financial Advertisers Association in New York, last week, it was decided to hold the annual convention at Altantic City, September 9 to 11.

F. R. Kerman, formerly a president of the association, was named a member of the senior advisory committee.

C. C. Parlin, manager of commercial research for the Curtis Publishing Company, addressed the conference on the value of market analysis.

Upson Advances Shedd

Harry E. Shedd has been appointed director of sales of The Upson Company, Lockport, N. Y., wall board and other building trade products. He has been assistant sales manager.

DeVilbiss Elects Gradolph

W. F. Gradolph has been elected vice-president in charge of sales of The DeVilbiss Company, Toledo, Ohio. He has been associated with DeVilbiss for the last twenty-four years.

Names Detroit Agency
MacManus, John & Adams, Inc., Detroit agency, has been appointed the advertising and merchandising counsel of
the La Salle Wines & Champagne, Inc.,
of that city.

Heads Foil Products Sales

John J. Doheny has joined the Foil Products Corporation, New York, as general sales manager.

I CANNOT TELL A LIE MR. REPRESENTATIVE, I CHOPPED DOWN THAT LIST! MR. SPACE BUYER

It's hard to apply the axe; unpleasant to representatives and space-buyers alike. But in the interests of getting the greatest results for every advertising dollar it is often necessary. When and if -the Rule of Three is the best possible conservation tool. It chops justly and accurately. Naturally in many markets you can not hew strictly to the line because only The Journal and five other papers in all the country, in cities of 300,000 or more, fulfill its strict requirements.

The OURNAL PORTLAND, OREGON

The RULE of THREE:

- CIRCULATION LEADERSHIP The daily Journal has the largest daily circulation in the Pacific Northwest . . . it has
- + 32% more city circulation than any other Portland daily.
- **ADVERTISING LEADERSHIP** The daily Journal leads in retail linage, general linage, + total paid linage.
- LOWEST MILLINE RATE
- The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

REYNOLDS-FITZGERALD, Inc., NATIONAL REPRESENTATIVES New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

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Modest Mr. Fraser

WESTERN NEWSPAPER UNION NEW YORK

Editor of PRINTERS' INK:

I notice that J. K. Fraser is retiring from active work in the

field of advertising.

Although I have never met the gentleman, I have held him in high esteem ever since his remarkable accomplishment in the production of that classic series of ads and illustrations called "Spotless Town" about a quarter of a century ago, for that old-time cleanser—"Sapolio."

During all these years I have worshiped at the shrine of his unique achievement. In all my experience I cannot recall a more perfect blending of every requirement needed for the successful presentation of any product for household use.

This pleasing and most attractive series made good throughout the land—in view of which I cannot understand why, after such accomplishment, Mr. Fraser should have set aside his unusual talent for verse and illustration, declining all offers for fame and remuneration, unless to paraphrase a line from Henry Fielding, Mr. Fraser's "modesty's a candle to his merit."

W. W. HALLOCK, Eastern Advertising Manager.

Very Much Alive

THE BLACKMAN COMPANY NEW YORK

Editor of PRINTERS' INK:

In your February 14 issue on page 112 you have a notice about me in which you refer to the "late O. H. Blackman." Blackman is still very much alive and kicking. He lives on the campus at Stanford University and is giving his time to various forms of humanitarian work.

J. K. FRASER.

Rice-Stix Advances Schmitt

Ralph L. Schmitt has been appointed advertising manager of Rice-Stix, St. Louis manufacturing wholesalers, according to Sidney Carter, publicity director. Mr. Schmitt has been with Rice-Stix for six years and formerly was assistant advertising manager. Mr. Carter is concentrating his efforts largely on the firm's Merchants' Service Bureau.

Join Fensholt Agency

N. D. Buchling and J. P. Kennedy have joined the Fensholt Company, Chicago agency, as account executives. Mr. Buchling was formerly assistant editor of National Engineer. Mr. Kennedy was previously with The Radoleck Company.

Has Pencil Account

The Mohican Pencil Company, Philadelphia, has appointed Byren-Weil-Weston, Inc., of that city, to direct its advertising. Business papers principally will be used.

Join Hillman-Shane

Alex Rubin, formerly with Los Angeles and New York newspapers in a promotion capacity and formerly vice-president of the United Service Advertising Agency, Newark, N. J., has joined the Hillman-Shane Advertising Agency, Inc., Los Angeles, as an account executive Charles Sterner, formerly with Daniel Starch & Associates, New York, has joined the Hillman-Shane art department.

Lokensgard Resigns

M. O. Lokensgard has resigned as sales manager of the Franklin Printing Company, Philadelphia. He joined the company two years ago, previously having been with the McGraw-Hill Publishing Company.

Named Sales Distributors

The Wm. H. Kemble Corp., New York, has been appointed national sales distributor for The Ridgeway Tea Company, American Amone Company and United States Skour Pak, Inc. equireict for

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WORLD EAD

More homes in the Northwest read The Minneapolis Journal daily than any other evening or morning newspaper or magazine in the world—47,000 more homes tonight than nearest advertising rival.

JOURNAL

O'Mara & Ormsbee, Inc., Representatives

Soles have De and DR.LYON'S

of STREET CAR ADVERTIST reaching nearly FORTY MILLIDEI from Maine to California

STREET RAILWAYS ADVER CO.
220 West 42nd STREET, CITY
Collier Service offering complete U Covera



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IMPORTANT RATE

Due to the steadily mounting circulation, we are now putting into effect a policy which makes the current rate automatically effective for a period of six months from the closing of the current issue.

The present rate is based on half a million net paid circulation. The March issue will show more than 570,000 net paid, and we confidently expect to deliver 600,000 net paid with April.

Advertising lineage is showing a corresponding increase with each issue (March 1935 exceeds March of last year by 164%), and we recommend that advertisers take advantage of the present rate while it is still available. New rates will become effective when announced.

THE AMERICAN HOME

NEW YORE - BOSTON - CHICAGO SEATTLE - LOS ANGELES - SAN FRANCISCO 21. 1020

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A VERAGE American income \$412 per capita in 1934 as against \$368 for 1933, according to L. H. Bean, economic advisor to AAA. . . . Result of country-wide sweep of State chain-store taxes will result in cut in number of units and swing corporate chains to sale of units store managers, thus becoming voluntary chains, says New York Journal of Commerce. . . February 16 issue of Today contains interesting article on State sales taxes and another entitled "Doctors and Dollars." . . .

Dividends of can manufacturing, telephone and tobacco companies show best records in depression with copper, steel, auto accessories, building, rubber, and theater companies showing worst, says Moody's.... Frazier Bill S. 1736 would set up 100 million dollar "Farmers' and Consumers' Financing Corporation" to manufacture and sell food products... Senator Pittman predicts Senate action on American membership in International Copyright Union during present session. New York Times reports "tentative draft of legislation amending copyright law designed to protect publishers and others affected by the treaty" filed by State Department...

S. 944 to amend Federal Trade Commission Act to read "in or affecting commerce" passed the Senate then is reconsidered and bill passed over.

. . . Department of Commerce issues 83-page book listing 2,500 trade associations of United States. . . "Magazine advertising sales during the current year should average 10 per cent larger than in the like 1934 period, although the value of total national advertising is likely to expand by no more than 5 per cent. National advertising in newspapers may show small declines, but these probably will be offset in total newspaper advertising totals by moderate gains in local display," says Standard Trade and Securities published by Standard Statistics Company. . . . Proposal for daily Federal Record in which all executive and administrative orders would be published approved by sub-committee of House Judiciary Committee. . . Many bills to repeal or reduce special Federal excise taxes, but small chance for passage of any, Washington conviction showing that tax burden must be increased. . . .

NRA officials worried over overlapping code assessments... Men's clothing code authority submits amendment to prohibit "tailors to the trade" and special order houses making cash advertising allowances to dealers... Dr. Willard L. Thorp resigns as director of Consumers' Division of National Emergency Council, will continue as chairman Advisory Council NRA. New York Herald Tribune predicts he will be succeeded in NEC post by Dr. T. C. Blaisdell, executive director of NRA Consumers' Advisory Board...

Governor Lehman signs New York State bill increasing gasoline tax from 3 to 4 cents a gallon... January variety store sales 4 per cent lower in dollar volume than January, 1934, but 10 per cent higher than 1933 with daily average sales for January, 1935, down 59 per cent from December, 1934, says Department of Commerce... General level of

wholesale commodity prices unchanged during week ending February 9, says Bureau of Labor Statistics. . . . Daily average sales of chain grocery stores for January up 41/2 per cent in dollar volume over January, 1934. by 10½ per cent over January, 1933, with sales for January, 1935, 5½ per cent below December, 1934, according to Bureau of Foreign and Domestic Commerce. . . .

Retail food prices up 1.1 per cent during two weeks ending January 29, with current index, 119.8, at highest point since May 15, 1931, says Department of Labor. . . . National Industrial Conference Board reports cost of living as a whole in January 5.3 per cent higher than a year ago, 10.7 per cent higher than in January, 1933, but 18.3 per cent lower than in 1929. . . . Monthly Fairchild retail price index shows decline in retail prices for the whole field of general merchandise. . . .

American Federation of Labor finds business prospects for next few months cloudy with expectation that industry will at least hold its present level through spring season. . . . Standard Statistics Company notes that business continues to move ahead "at a pace well in excess of normal seasonal expectations" with business planning on short-term basis because of fog of uncertainty over Supreme Court decisions, legislative proposals, and "threatening attitude on part of labor." . . . "The present outlook is that factory output in 1935 will be lower than in 1934 because purchasing power promises to be curtailed," says Alexander Hamilton Institute, adding that "the prospect is that prices of manufactured goods will be noticeably higher in 1935 than in 1934." . . .

"The natural forces making for recovery are active on the surface of our national economy, but they are inert at its foundations. There the constantly renewed uncertainties of the business outlook continue to discourage new enterprise," says Cleveland Trust Company. . . . During January, 1935, general condition of business in Canada showed fractional improvement over that of previous month, says McConnell & Fergusson, Limited. . . . Review of Reviews index of general business shows slight rise for third week in a row. . . . Business Week index 65.0 against 65.9 on previous week and 70.7 for 1930-1934.

G. M. S.

Joins Gooderham & Worts

Walter H. Sibbert, secretary and advertising manager of the Thornton Brewing Company, has resigned to join the Chicago office of Gooderham & Worts, Ltd., Detroit, distiller.

New Accounts to Martin

C. S. Dent & Company and Electric Refrigeration News, both of Detroit, have appointed Martin, Inc., agency of that city, as advertising counsel.

Appoints Redfield-Johnstone, Inc.

Redfield-Johnstone, Inc., New York agency, has been appointed to direct the advertising of the Sodator Sales and Manufacturing Company of that city.

Billings to Join WCAE

Billings to Join WCAE
Ford Billings, for the last two and
a half years general manager of radio
station KSTF, Minneapolis and St.
Paul, is leaving to join WCAE, Pittsburgh. Effective February 25, he will
become general manager of that station.
Prior to joining KSTP, Mr. Billings
was vice-president in charge of station
relations of National Radio Advertising,
Inc., and before that he was director of
broadcasting of WLW and WSAT, Cincinnati. cinnati.

Corning Elects Nemer

Samuel N. Nemer, for four years with Corning, Inc., St. Paul, Minn. advertising agency, has been elected secretary and a director.

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Specifications

Chatham Sheets Now Sold with Label That Gives Women
Detailed Buying Information

HOME economists have been complaining insistently that women, in their buying of textile products, are badly handicapped by the absence of specifications. This complaint has now been answered by Chatham Manufacturing Company with its new "Specification Muslin Sheets and Pillowcases."

These sheets are packed two to a visible package and with each package is attached a label which is really a folder.

On the first page of the folder are the following specifications:

"Strictly first quality. Inspected for uniformity, wear and finish. Thread Count, woven 64 warp threads by 64 filling threads. Tensile Strength, 62 lbs. Warp, 58 lbs. filling. Weight, 4.3 oz. per sq. yd. Minimum sizing."

The specifications just quoted by themselves would mean little or nothing because they could only be understood by a person with a technical knowledge of textiles. To take care of this objection the company prints on the two inside pages of the folder detailed information. For instance, here is how thread count is explained:

"The thread count of a fabric is the number of yarns per inch; both lengthwise (warp) and crosswise (filling). For example; 64 x 64 thread count means 64 warp yarns or 'ends' per inch and 64 filling yarns, or 'picks,' per inch. You can get some idea of the evenness

and balance of a fabric by holding it between yourself and a strong light and noting how the warp and filling yarns look. But it is better to insist on knowing the thread count, especially when comparing sheets of different prices or buying a 'bargain.' Too low thread count is often the reason behind low price and short width."

The result is that the average reasonably intelligent woman buyer who is willing to read the label in its entirety can get a real picture of what she is buying.

In preparing the labels the company consulted with the United States Bureau of Home Economics and copies of the label have been sent to home demonstration agents in all parts of the country. The company has received a number of congratulatory letters from these agents.

With the growing emphasis by consumer organizations on the necessity for specifications, Chatham is giving a definite suggestion for a simple method of giving full information on the product and point of sale. It is interesting to study these specifications in the light of the controversy between the canners and the Administration on the question of ABC labeling. It is obvious that the Chatham plan is much more detailed and should be, in the long run, much more satisfactory to the consumer than any arbitrary ABC system.

Has Liquor Account

The American Distilling Company, Pekin, III., distiller of Old Colony gin, has placed its advertising account with Neisser-Meyerhoff, Inc., Chicago agency.

Ballou Joins Stearn

C. M. Ballou, formerly traction commissioner of the City of Cleveland, has joined the sales staff of the Steara Advertising Company, of that city.

Theis & Simpson Add Paper

The Connersville, Ind., News-Esaminer has appointed the Theis & Simpson Company, Inc., as its national advertising representative, effective March 1.

Detroit Agency Appointed

The Tivoli Brewing Company, Detroit, has placed its advertising account with MacManus, John & Adams, Inc., agency of that city.

Consumer Movement Grows

What Is Going on Behind the Scenes in Washington Since AAA Had Its Recent Shakeup

> Printers' Ink Bureau. Washington, D. C.

THE consumer is again under the microscope.

Uncle Sam has been prodding him to find out whether he reacts,

how, and why.

He is reacting, but the final report is not in. A preliminary report of the status of the experiment will at least interest advertising agencies who have been using their own microscopes to inquire into the consumer's interests and his buying habits.

The three Federal consumer agencies are in for a re-organization.

Dr. Frederic C. Howe is on the way out of the AAA as Consumers' Dr. Calvin B. Hoover is Counsel. on the job.

Thomas C. Blaisdell, Jr., former assistant director, has the job of co-ordinating the consumer activi-ties of the AAA, the Consumers' Advisory Board of the NRA, of which the late Mrs. Rumsey was head, and of the Consumers' Division of the National Emergency Council. He is not tearing down. It's a new deal for the consumeranother one, at least.

No retreat is intended in the drive to make the country consumer-

conscious.

Little has been said about the consumer agencies of the Government because they have not yet tried to cover much territory. But it is not their present size that counts, it is their potentialities. For since March, 1933, consumer consciousness has grown rapidly. General Johnson put consumer advisers into the National Recovery Administration. They have left their imprint on industry codes. A Consumers' Counsel was put

into the AAA to protect the consumer from the pyramiding of prices due to processing taxes and the effects of crop control.

Now counties are organizing Consumers' Councils under the guidance of the National Emergency Council, of which Donald R. Richberg is director.

What is happening after ten months of activity on the part of 140 of these local price collectors, trouble hunters, researchers and educators?

Retail coal surveys have forced prices down 50 cents a ton.

Department stores are responding to customers' demands that silk and other textiles meet standard specifications and are transmitting these specifications manufacturers.

Women Going Out as Price and Quality Investigators

Squads of women are visiting grocery stores as price and quality investigators, carrying their canned goods and other purchases to kitchen laboratories for weighing, testing and comparison. Some call

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these forays price surveys.

Space has been secured in local newspapers for educational campaigns on getting your money's worth. Price reporting is news.

Dry cleaning standards have been set up, and in co-operation with trade associations names of cleaners meeting these standards have been published in the newspapers, but councils have been urged to "go slow" on advertising schemes.

Truth in advertising campaigns have been operated in co-operation with local merchants, including newspaper publicity and window displays arranged by consumer councils.

Radio talks are now standard procedure with most councils. much time devoted to standard labeling.

Motion pictures of councils making price surveys have been

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REACHING

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BALTIMORE FAMILIES

There's no Question about

in Baltimore

The News-Post Wins on All Three Counts

Coverage The News-Post reaches 81%, or better than 4 out of every 5 families in the Baitimore city ABC none. 193,600 circulation every day,° by far the inrgest circulation ever attained and maintained in Baltimore.

Influence Live news and a variety of features that influence the entire family circle. Circulation gain of more than 25% in 1934—proof The News-Post is now Baltimore's best-read news-paper.

Economy At 35c a line, with its dominant 4 out of 5 coverage, The News-Post is the day's best advertising buy. Get the facts and figures today.

BALTIMORE NEWS-POST

Baltimore's Outstanding Newspaper

Nationally Represented by the Rodney E. Boone Organization

*Except Sundays. The Baltimore Sunday American has the largest circulation in the South . . . 219,235 and still going up.

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shown in various local theaters.

Schools are using material prepared in Washington in the Home Economics classes.

Universities are organizing women into neighborhood groups for study of price and quality standards, making consumers critically objective in their buying.

Some councils are assisting county agencies in buying relief supplies.

Working on the Returned Goods Problems

Campaigns to reduce volume of goods returned to department stores are one method of effecting reduction of wastes in distribution. This has been featured in the clubs affiliated with the General Federation of Women's Clubs as well as through county councils. The consumer groups are asking that businessmen do their part by telling customers the whole truth about products in the first place.

Councils in Memphis and Portland started agitations against alleged monopolies in the ice busi-

Gasoline, oil, fuel and cigarettes have been included in special price surveys, with tax charges featured in publicity on gasoline and cigarettes.

Buying clubs are being organized, which make contracts for discounts for their members. The idea spreads, as in Westchester County, where clubs have been formed in Croton, Chappaqua, Peekskill and White Plains. Cooperative stores are the next step in many places.

Electric light and power rates are under Consumer Council observation, and the work of the TVA is looked upon as a major recognition by the New Deal of the consumer interest in power rates.

Until 1933 protection of the consumer was a minor incident of government. The Department of Agriculture helped the farmer buy, telling him things about seed, fertilizer and machinery. The Bureau of Standards of the Department of Commerce helped the

manufacturer and the business man buy, telling them what they should know about standards and making tests for quality of both raw materials and manufactured products. Consumer problems were also covered by the Bureau of Mines, the Public Health Service and others. But these agencies took care of the consumers chiefly as producers, not as ultimate consumers. The new trend is to protect the ultimate consumer as well.

The change of concept revealed itself first in the Farm Board. Its primary concern was to assist the co-operatives in their marketing of farm products. Next came the problems of buying farm equipment, for which credit facilities were provided. Then the Farm Credit Administration began taking over banks in order to provide co-operative credit for necessary purchase. A national banking system was added to the thirtynine State co-operative banking systems under which money could be provided for the purchase of goods. These co-operatives began to buy as carefully as big cor-porations. What they bought had to have definite value as well as a reputation. Now co-operative purchasing is expanding rapidly. Up to January 1, seventy-eight societies have been chartered in twenty-two States under the Federal Credit Union Law passed by the last Congress.

AAA Has Wider Scope in Consumer Activities

The concept of the farmer as a consumer as well as a producer was made part of the act creating the Agricultural Adjustment Administration. The AAA has the job of balancing prices of what the farmer sells with the prices of what he buys. This gives the AAA a much wider scope in its consumer activities than any other Federal department. It is justified in spending money to promote consumer consciousness of prices and values, whereas the National Recovery Administration and the National Emergency Council are greatly restricted in what can

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HOW DO YOU ACCOUNT FOR YOUR HEALTHY GROWTH IN CIRCULATION, MR. CRISWELL? INTELLIGENT PEOPLE ALL
OVER THE COUNTRY ARE
INTERESTED IN NATIONAL
AFFAIRS NOWADAYS,
MR. DUFFY. THE UNITED
STATES NEWS GIVES THEM
THE INFORMATION THEY
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WANT IT—SIMPLIFIED,
CLARIFIED, CONDENSED
AND ORGANIZED FOR
EASY READING. ALL OUR
CIRCULATION, BY THE
WAY, HAS BEEN SECURED
BY MAIL.

BERNARD C. DUFFY
Vice-President and Space Buyer
Batten, Barton, Duratine and Oaborn, Inc.
383 Madison Avenue, New York

EDGAR G. CRISWELL
Advertising Representative
The United States News
247 Park Avenue, New York

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properly be spent for the education of the consumer.

On February 9 there was a shake-up in the AAA which gave Dr. Rexford G. Tugwell more influence than he had formerly exercised, and part of that shake-up was the acceptance by Dr. Calvin B. Hoover, liberal economist and close associate of Dr. Tugwell, of the job of con-sumers' counsel. Dr. Frederic C. Howe, former consumers' counsel, will continue to direct the educational activities of the counsel's office until he is given a "special assignment." Close observers do not regard the changes in consumer activities as meaning that they will be in any way curtailed but rather that they are growing so rapidly that a division of responsibilities has become necessary. More activity rather than less seems to be indicated.

One of Dr. Howe's pet projects has been the "Consumers' Guide," which started as a small mimeograph memorandum but has now grown into a twenty-four-page printed magazine with a circulation of 55,000. Anyone who requests it may receive the magazine, so that theoretically there is nothing to prevent the magazine from acquiring the largest circulation of any magazine in the United States. Practically, of course, there are obstacles to such a program, but who shall say what are the limits if the voters demand this kind of consumer service.

"Consumer's Guide" Publishes Price Lists

Dr. Howe and his magazine have been thorns in the flesh of the baking and canning industries of the United States. Every week "Consumers' Guide" publishes price lists of farm products—meats, fruits and vegetables—and includes bread and canned goods under that classification.

Whenever prices in one city are appreciably higher than in another, special attention is called to that fact, sometimes through special statements for the press, sometimes in radio addresses. Consumers are also urged to weigh their loaves of bread and to check

the net weight of the goods is Such 1 cans in order to find out whether ently w they are being cheated. The Bakers' Council has challenged the accuracy of the reports of bread prices, insisting that a difbear mo han the Thomas ference in ingredients and in meth-Assistant ods of baking justify varying Consume scales of bread prices in each city. The li and that extreme care must be Consume used to get prices of comparable loaves of bread. Perhaps the react that ports have had their effect, or else narily v the prices are collected more careluctionfully, for the prices are now more nust be nearly alike than at first, and the last report says, "while retail he farm s not prices of bread are above a year But if 1 ago the increase is reasonably well by the in line with the advance in the cost of flour to the baker." vill suff

Farmer's Share of the Food Dollar

A strong effort has been made by the "Consumers' Guide" to narrow the spread between prices paid by consumers and the prices received by farmers for farm produce. The spread in December was reported as the smallest since May 8, 1934. According to the statistics, the farmer is now receiving 40 cents of the consumers food dollar. This is the highest share the farmer has had since the beginning of 1931.

In other ways the "Guide" reflects the policy of the AAA, which is to serve the farmer first, but to be sure that the consumer gets the farmers' goods at prices which will increase the consumption of farm products. The policy does not include raising the wages of workers on farms, which has been a stumbling block in adjusting milk and other farm product codes to the wage and hour standards of NRA codes in competing industries. On the other hand, spokesmen for the AAA are heartily in favor of increasing the purchasing power of workers in manufacturing industries. In short, the man-ufacturer and distributor are between the upper and nether millstones of the farmer and the consumer, and the "Consumers' Guide" believes in applying a little gentle pressure upon them now and then.

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Such pressure was applied re-ently when the pyramiding of rocessing taxes threatened to bear more heavily on consumers han they should," according to homas C. Blaisdell, Jr., former assistant Director of the AAA e goods is out whether challenged reports of that a difnd in methy varying onsumers' Counsel. n each city. e must be comparable

The limits of activities of the consumers' Counsel go back to the act that it is a part of an adaps the re-ect, or else more care-luction-control program. Prices more carenow more st, and the hile retail ove a year mably well in the cost with the cost with the cost with the consumer but the cost with the consumer but the farmer; therefore the consumer but if prices are raised too high the cost with the consumer but the farmers all the consumer but the farmers with the consumer but the rill suffer. It's a high-class balncing act.

Getting away from the Conhe Consumers' Advisory Board of prices paid councils of the National Emer-tery process re-tarm proset of balances to be adjusted. The CAB of NRA has carried on a determined campaign inside NRA against price fixing in codes. It has been set up as the third side of a triangle including industry and labor to represent the consumer point of view. At first its policies were rather vague. Economists and college professors were called upon to speak for the consumer. It represented no or-ganized bodies of opinion. But gradually these bodies have obtained representation.

One of the first to obtain recognition from consumer agencies of the Government was the General Federation of Women's Clubs. It is now a recognized force in stimulating the public because of its willingness to co-operate with the objectives of all the Federal consumer agencies. It has been working especially close to the Consumers' Counsel of the AAA; its officers have appeared regularly on the radio programs as interlocutors;



"US" specializes in calendars which are "tailor--made" for your exclusive use ... distinctive ... individual ... design and illustration available to no one else . . . year-round advertising of institutional character . . reaching your own selected list . . . good-will builder supreme.

It isn't too early to plan for

STATES PRINTING APH COMPANY

CINCINNATI 309 Beech St.

NEW YORK

CHICAGO 205-X W. Wacker Dr. BALTIMORE

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it has taken the part of the woman buyer asking questions relating to her purchasing problems. Not only have these programs been broadcast over national chains; they have been duplicated by local talent in local broadcasting stations.

Recently the CAB has begun to recognize labor as a consumer. Previously it held rigidly to the idea that consumer interests should be definitely set apart from their interests as workers or employers. But that did not work so well. It left the CAB stranded as a forum for the consumer interests of college professors and club women, with the club women taking a real interest in the AAA program and only a casual interest in the CAB. But the hearing on the labor provisions brought a change of policy.

The CAB appeared in the pricefixing hearings as a matter of course. It appeared in the labor hearings only by virtue of its recognition of workers as consumers, and it presented one of the most complete cases in behalf of increasing the purchasing power of the workers presented by anybody. Representation of labor on local consumers' councils is now being secured.

What Mr. Blaisdell Will Do Will Be of Interest

Perhaps some credit for the change of policy was due to Mr. Blaisdell, mentioned heretofore as former Assistant Director of the Consumers' Council, AAA, but at the time of the labor hearing executive director of the Consumers' Advisory Board. It seems that Mr. Blaisdell is the active coordinator of the consumer agencies of the Government, for he is now in charge of the Consumers' Division of the National Emergency Council. What he does there in the way of fixing policies will be of considerable interest.

will be of considerable interest.

For it is in the NEC that we find the Consumers' Councils, local county organizations of consumers who are intent on finding out how better services and goods can be provided for less money. They are carrying on their own consumer surveys with an objective

which differs considerably from the objective of the national advertiser. Their point of view in that of the buyer, not the seller. And the organized buyer is a different breed of cat from the unorganized buyer.

There are now 140 County Consumers' Councils functioning effectively. That might seem a very small number in view of the 3,000 counties in the United States. But it reflects a considerable percentage of interest when it is remembered that authorization was given for the organization of only 200 counties as an experiment, and the 140 are the result of attempts to organize only 200 selected counties containing 42,000,000 consumers, or 34 per cent of the population. These counties include all the large cities of the country except New York. Organization of metropolitan New York has been deferred, although Westchester County has a Council. Originally 150 counties were organized, but ten are not hitting the ball. Fifty counties got nowhere toward organization.

It was a job of organization by correspondence, without paid employees on the job and no money aid from Washington—facts which must be considered in weighing the possibilities of further growth. It has been decided to drop the non-functioning councils and give other counties an opportunity to organize councils until the quota of 200 is filled.

Meanwhile, the experiments in Consumer Council work are going on. Each group has followed its own inclinations to a great extent. In one council the members function as Blue Eagle Rooters. Another might be called Retailers' Another are Home Assistants. Economists. Some do a good job as Price Collectors. Others are Trouble Hunters. There are also Researchers and Educators. The contributions of all to the consumer problem are coming in to Washington headquarters for consideration in connection with fixing future policies.

Councils have been more active on milk surveys than on other



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NDREW CONE ADVERTISING

MEMBER OF THE CHARTER

Frederick H. Cone. President

A completely equipped advertising agency offering clients service in

RADIO

Program ideas, direction, supervision and innovations by experienced men thoroughly trained in radio and the theatre. We operate on the basis that all radio programs to attain their greatest advertising efficiency should be directly influenced and supplemented by

MERCHANDISING

Each client-large or small-has individual problems which are studied and analyzed from every angle of our merchandising and research departments. Comprehensive merchandising plans are included as the most important factor in bringing to a successful conclusion SALES STIMULATED BY PROPER ADVERTISING IN

NEWSPAPERS, MAGAZINES & OUTDOOR

Every medium listed on each schedule assures the greatest potential pulling power in its field, for the product of that particular client.

> 45 Years of Successful Achievement on widely diversified accounts endorses our policy of thoroughness

INDREW CONE ADVERTISING AGENCY

EMPIRE STATE BUILDING NEW YORK CITY

Ve take pleasure in announcing this agency as a client of James O'Shaughnessy, who has just opened an office as counselor of advertising.

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commodity problems. At least they get more publicity for their activities in attacking milk prices and in working for quality standards. They are now fighting hard attempts to introduce legislation for State sales taxes on canned milk, such as the Georgia plan to place a 2-cent stamp tax on each can of milk. In this respect they are fighting the battle of the canners.

Consumer councils have made little more progress than a Chamber of Commerce could make without a paid secretary. Having no trained full-time executive to fight the battle of the consumers, the councils have had to depend upon volunteer efforts, which often peter out after the first flush of battle has worn off. They cannot continue on that basis.

What then? Will the Federal Government provide paid executives for local consumer councils? Certainly not.

Will the councils die out?

Not necessarily. Many of those now organized will continue on a permanent basis. The Chicago group was organized long ago and has been a strong, functioning organization for many years, with a paid secretary directing co-operative buying and other activities. The idea may take hold in a big The Consumers' Councils may give Chambers of Commerce a run for popularity during the next decade. Emphasis may conceivably be placed on buying as much as on selling activities.

Those who are participating in the direction of future policies for the consumer councils are opposed to indefinite governmental stimulus. The experiment must end be fore long. The Government will continue to provide information regarding methods of getting good value in the purchase of commodities, but it will not spend money for active organization work of councils or for use in their maintenance.

If they develop at all in the future, it will be in response to a definite need on the part of the consuming public. They must grow from the grass roots. They must finance themselves. Consumers' representatives in Washington believe this will happen. They believe that eventually Congress will further encourage organization of cooperative purchasing groups, extending to other consumer groups the loan facilities now provided farm co-operatives through the Farm Credit Administration.

Such definite pocket-book interest, they feel, will put force and power into the consumer consciousness. From now on it is expected that the county consumer councils will expand from the present comparatively small nucleus of consumer-minded citizens to organizations which include representatives of labor organizations and other bodies with a deep concern for increasing their standard of living through a better buying technique.

Heads Floherty Sales

Frederick D. Rich, formerly manager of the publicity relations department of the National Electrical Manufacturers Association and editor of its weekly publication, "Nema News," is now vice-president in charge of sales of Floherty and Staff, New York, photography and publicity. He previously had been with the Floherty organization.

A Correction

In the Magazine Summary for February, News-Week should have been credited with 32 pages or 13,832 lines for their four issues of January, 1935.

Has Wernet Dental Account

The Wernet Dental Mfg. Co., Inc. Brooklyn, N. Y., Dr. Wernet's Powder for false teeth. Dentu-Creme and Flate Brush, has appointed the Husband & Thomas Company, Inc., New York, at its advertising agency. Newspapers and radio are being used for Dentu-Creme and Plate Brush and newspapers alone for the powder.

loins Hildreth

Priscilla Crane, formerly secretary of Brewer & Warren, publishers, and best of their manufacturing department. has joined the New York staff of E. L. Hildreth & Company, printers. policies for are opposed

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Desha Breckenridge Dies

DESHA BRECKENRIDGE. editor and publisher of the Lexington, Ky., Herald, died at that city this week, aged sixty-seven. He succeeded his father, William Campbell Breckenridge, as editor on the latter's death in 1904 and immediately showed evidence of the fearless and forceful writing which won him a wide following. He was particularly known as a man who never permitted the business department of the paper to influence his editorial policies. Mr. Breckenridge, who had been admitted to the bar, was keenly interested in thoroughbred horse racing, and contributed much to the advancement of clean racing practices.

A. R. Allen to Be Manager Philadelphia Symphony

Alfred Reginald Allen has been chosen to succeed Arthur Judson as business manager of the Philadelphia Orchestra Association. Mr. Judson's resignation closely followed that of Leopold Stokowski with whom Mr. Allen worked in collaboration with activities of the Philadelphia Symphony Orchestra for several years.

Mr. Allen was a member of the orchestra board until his resignation several weeks ago.

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He was formerly with N. W. Ayer & Son, Inc., and is leaving the New York office of J. M. Mathes, Inc., June 1 to take over his new responsibilities for which he was selected from a list of

C. B. Mitchell Opens Studio

Clarence B. Mitchell is president of Photo Associates, Inc., new illustration service with studios at 130 West 57th Street, New York. Offices also will be opened in Chicago and Santa Barbara. Associated with Mr. Mitchell are Emile C. Schnurmacher, formerly with the Mandeville Press Bureau, and Robert M. Raines, formerly with Aerial Explorations and Ewing Galloway.

Change on "American Horse Breeder"

Leavitt C. Parsons, publisher of the New England Ponliryman and The Apothecary, Boston, has added the American Horse Breeder, of that city, to his group. Charles L. Sullivan, editor and publisher, remains as managing editor and head of the trotting department.



When WINTER Says "STOP!"

Get your shipments through

VIARAILWAY EXPRESS

When snows and blizzards clog the roads of the nation-THAT is when the unfailing dependability of Railway Express shows up to its greatest advantage.

Fast passenger trains, on which all Railway Express shipments travel, are first to break through the snow and ice barrier.

Defy winter's delays. Get YOUR mats, electros, printed matter, etc., through so that they will arrive when wanted by your customers, by means of the always dependable Railway Express service. We give a receipt to the shipper. We take a receipt from the consignee. Pick-up and delivery service in most cities and towns. Phone nearest Railway Express agent for service and information on rates.

The best there is in transportation

SERVING THE NATION FOR 95 YEARS

EXPRESS

AGENCY, Inc.

NATION-WIDE SERVICE

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Famous Early Advertisers

Experiences Selling Space to Carter's Pills, Bromo Seltzer and a Spectacular Western Brewer

By A. Wineburgh

MY first call to sell street-car advertising was on Brent Good, owner of Carter's Little Liver Pills, at the time among the

largest advertisers.

I offered him space in the New England cities which were connected by street-car lines, and my claim was that the area was like one New England city. It was thickly populated and a good territory in which to advertise.

He listened attentively, agreed with what I said, and asked me as to the number of cars that were running, the passengers carried, how many cards would be required

to place one in each car.

He said the value was good, and if the cards which they were then using—a double card, 11 by 42 inches-were displayed in these cars, he felt that in view of the fact that Carter's Little Liver Pills were advertised so extensively, their advertising would indicate that the medium was good.

This would attract and impress the local advertisers, as well as others, and it would be good business for me to give him the space free. He graciously expressed a willingness to supply the cards without charging for them.

The same idea was not infrequently suggested by the very large

well-known advertisers.

Of course, he didn't get the free

It was almost at the beginning of my advertising experience that I made my first trip out of New York to solicit business.

When I announced my destination as Baltimore, I was informed that it would be a useless trip. St. Jacob's Oil and Dr. Bull's Cough Syrup were among the outstanding Baltimore advertisers. All the company's solicitors had tried to sell them, but without success.

So to Baltimore I went, but it was to call on Captain Emerson, of Bromo Seltzer. This I naturally did not reveal, not because of suspicions of my fellow-solicitors. but because I was fearful that in addition to reporting that I had not succeeded in selling the me-dium to St. Jacob's Oil and Dr. Bull's Cough Syrup, I would have to add Bromo Seltzer to the list.

I called upon Captain Emerson, whose office was on a side street. My recollection is that it was a one-story building with a similar one in the rear of it. He constituted the entire office force; and agreed to make a contract for advertising on the stations of the New York Elevated Railroad for space costing \$300 a month. I was not impressed with his ability to spend \$3,600, and told him it would be necessary to pay the first month in advance. Thereupon he endeavored to establish his credit ability with me by calling his wife to corroborate the fact that the building which they occupied was owned by them.

al

This trip to Baltimore was suc-The advertisements of a cessful. new advertiser-Bromo Seltzerawakened the old St. Jacob's Oil and Dr. Bull's Cough Syrup to greater activity. Showing these accounts the contract signed for advertising Bromo Seltzer induced them to make similar contracts. Upon my return to New York, bringing the two unexpected contracts, I was established as an advertising solicitor and taken into

This is the thirteenth in a series of autobiographical notes. Others will ap-pear in succeeding issues. (Copyrighted by A. Wineburgh, 1935)

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NEWLY DISCOVERED FACTS ABOUT

Radio Listening AND Magazine Reading

which point the way to more efficient broadcasting and at the same time shed important light on the current controversy between the two mediums. Based on 110,077 telephone calls and 5,454 personal interviews.

This analysis is offered without obligation to any national advertiser who writes for it.

MARSCHALK AND PRATT, INCORPORATED 535 Fifth Ave., N. Y.

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the inner circles with the "big-gun" solicitors.

I attributed the success of my Baltimore trip to having gotten after the prospective advertiser quickly. Bromo Seltzer at that time was a comparatively unknown product.

Most of the things that happen to men in their business careers are not entirely the result of foresight or planning at the beginning of their careers. Frequently it is simply the "break" one gets, something that merely happens, for which personal credit is so often claimed.

There are fundamental laws in business, and having arrived at the age when "preaching" is in order, I might venture to make the statement that success is a combination of industry and the necessary amount of intelligence, which, however, as often as not, plays the smallest part.

I would divide it up, with industry about 50 per cent and "breaks" about 50 per cent—and suit your-self as to the percentage to be taken from each to represent "intelligence." I am talking particularly of the necessity of salesmen being "go-getters." I have known men in this line of work, of the greatest intelligence, making one call a day, whose failure could only be measured by the success of the man who made ten calls a day, with ten chances to get the breaks, even though he has one-tenth the intelligence.

Some years ago one of the bestknown brewers in the Middle West was one of my customers. Instead of my making trips West to see him, I called upon him in New York when he came there to make his annual trips abroad.

Names Dresner Agency

The Glem Laboratories, New York, have appointed J. Dresner, of that city, to direct the advertising of their various products in the cosmetic and medical fields. The Iroskeen Cutlery Company, New York, has also appointed the Dresner agency to direct the advertising of its Iros-Keen razor blades.

Each year he signed the renewal of the contract for advertising in the New York street cars, with the condition, however, that I was to see him off on the day of sailing.

When I arrived at the pier the first time it struck me that an unusually large crowd had gathered. It turned out that this crowd was made up almost entirely of persons who were selling something to the brewer. Half an hour before sailing time, the blare of a brass band was heard and the brewer arrived. He marched down the pier to the gang-plank and we all fell in behind. The result looked like a grand triumphal march, a testimony to his success.

My talks with him in New York consisted mostly of estimating the wealth of rich men. I soon discovered that he maneuvered the conversation to this subject with a view of getting me to talk of his own estimated wealth. I would say that the wealth of George Gould was estimated at \$100,000,000 more or less, and that he was also generally thought to be in that class.

This was, more or less, the trend of our conversation each time we

On one occasion, not being able to see him in New York before he sailed for Europe, I saw him on his return

He was interested in a new hotel just opened in his city and said that if he were to sign the contract, it would be necessary for me to come and stay at his hotel for a week. I promised to do so, intending to get there at the end of the week and have the contract signed. He was too smart for me, however, and said that it would be necessary for me to report at the brewery each day during the week. This I did, and the contract was only signed at the end of my week's daily visit.

Appointed by Osteopathic Papers

The American Osteopathic Association has appointed Lawrence B. Williams as Eastern advertising manager representing the Journal of the American Osteopathic Association, Forum of Osteopathy and the Osteopathic Magazine. His headquarters will be at 11 West 42nd Street, New York.

5. 21, 1935

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Art Directors' Exhibit

THE annual exhibition of the Art Directors Club of New York will be held in the Special Galleries of R. H. Macy & Co., New York, April 19 to May 11.

Six classifications of entries have been set up: Work which has appeared in (1) mass magazines; (2) class magazines; (3) trade publications; (4) newspapers; (5) booklets, brochures and direct mail; (6) posters.

Under the first five classifications there are three divisions: (a) color paintings and color drawings; (b) black and white illustrations and drawings; (c) photographic illustrations—color and black and white. Under posters are four divisions: (a) outdoor advertising billboards; (b) car cards; (c) display posters and (d)

magazine covers.
The Art Direct

The Art Directors Club Medal will be awarded at the discretion of the jury of awards, irrespective of the publication or advertising medium in which the work has appeared, to these three divisions and posters (irrespective of classification) and design of complete advertisement. A medal is offered by Barron Collier for posters and car cards and another by Kerwin Fulton for twenty-four-sheet nosters.

Proofs, clippings or photostats of entries should reach Risa Heyman, exhibition secretary, at the Art Directors Club, 115 East 40th Street, New York, not later than

March 15.

New Addresses

Cramer-Tobias Company, Inc., New York, is now located at 515 Madison Avenue, that city.

Modern Art Studios, Inc., opened its New York office at 475 Fifth Avenue, with Glen Holland and Arnold Dreyfuss in charge

The Albemarle Paper Manufacturing Company, Richmond, Va., has moved its sales and service office which has been located in Akron, Ohio, to the Guarantee Title Building, Cleveland. Douglas Fleet has also moved to Cleveland and will continue in charge of the office.

The Fensholt Company, Chicago agency, has moved to 360 North Michigan Avenue, that city.

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STRAIGHT

The old saying is meaningless in these days of radio-guided airplanes and stream-lined trains. Our service for the delivery of electrotypes and mats to every publication in the country guarantees "straightest line" direction, being on time for insertions and arriving in perfect condition.

With this goes Reilly quality—clearedged, clean reproductions in newspaper or magazine—whether you order one or a thousand electros, stereos, mats.

TYPOGRAPHY - MATS ELECTROTYPES

IN NEW YORK
Reilly Electrotype Co.

Fine Screen Mat Corporation
The Typographic Service Co.
Independent Typesetting Co.

IN CHICAGO

Lake Shore Electrotype Co.

IN DETROIT
Michigan Electrotype
& Stereotype Co.

IN INDIANAPOLIS
Advance-Independent
Electrotype Co.

Divisions of Electrographic Corporation 216 East 45th St., New York, N. Y.

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To the Ladies

(Continued from page 10)

writing Mr. Schlink of Consumers' Research, Mrs. Ginsberg, ask him if he doesn't advise looking for the name of the maker on the blade when you purchase a kitchen knife, for example. Look for the maker's name on every product, Mrs. Ginsberg, and by and large you'll get far better value than buying anonymous merchandise. You will be buying products from men whose reputation is at stake, and the more money they have invested in advertising, the more reputation they have to lose if their product doesn't live up to its advertising claims.

Advertising Has Dragged Women from the Spinning Wheel

Let me tell you folks something startling. You ladies and advertising are pretty much the same thing. An economist has said, "Were it not for women civilization would sag back five years every twelve months." You can well believe that, when you know how satisfied your husbands are with the old car, the frayed curtains, the davenport with the broken springs, even that leaky roof. Yet even you women don't dash out actively seeking the new refrigerator, paper handkerchiefs, a vacuum sweeper. The urging and the news value and the education of advertising have dragged you from the spinning wheel, the coal scuttle and the old roller towel.

So advertising which makes you discontented helps you sell the new product to the old man and you and advertising, ladies, are the twin motive forces of our forward-moving civilization.

Now who was that lady in the far corner who heckled me about Government grading. It was that lady, yes, the one who looks so much like Mrs. Rosie Pill of Flemington, New Jersey. I'll answer your question. The canners have offered to improve their labeling and there is room for improvement. The canners have offered to co-operate with the Government on more descriptive labeling so that the consumer will get a more detailed-in-advance description of what is within the can. The canners also agree to a minimum standard.

The Consumers' Advisory Board of the NRA and a few zealots in the Department of Agriculture, want Government grades of A, B You and C on every package. ladies have been grossly misled if your club believes that just because canners don't believe A, B, C labeling is possible or practicable, that they are opposed to giving you full information about the contents of the can. If you want to discover for yourselves why canners and other manufacturers do not believe Government specifications are possible or practicable, send to the Bureau of Standards and ask them to send you their specifications for buying sheets for your beds, or soap for Take a copy in go shopping. Try your kitchens. your hand and go shopping. Try to buy a cake of soap from your specifications. Ask the clerk whether he can understand the specifications any better than you can. The attempt to buy one sheet or one cake of soap by this method will prove an interesting day and a half to any one of you.

Now, ladies, it is getting on toward the time you must get din-ner ready out of the cans in your pantry, so I will close my talk.

None of you really wants to go back to the days when the grocery cat used to sun herself in the cracker barrel, and dried prunes course you don't.

You know that pride of authorship, whether it concerns a paper you prepared on Browning, advertising, or the Polish Corridor, a can of beans, a loaf of bread or a

came out of a box by the door, when the sugar was scooped out . . . but why continue, ladies, of

toilet trait (has m produ advert grades

Feb. 2

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toilet seat is an understandable trait of human nature and that it has made for merit in American products, backed by the names of dvertisers, far above any minimum grades which could be set by any Government.

You don't want to go back, ladies, you all want to keep inter-. ested in new ideas. You want to be directed toward new ambitions, a better house, more labor-saving devices so you will have even more leisure time and can then dig for facts instead of just receiving impressions. That means you like and want advertising which helps give a zest, a spice, a flip of ambition to our lives and a dash of romance to our dull days. You want the scientists and the laboratory men to create new things for your health, your beauty, your comfort, your leisure, your children's health. And when they are created you want to be told about them so you can say, "Henry, why can't we have one of those?"

You can't want something you don't know anything about, something of which you have never

thought, can you ladies? So you need advertising.

When you see bad advertising about good products, raise the roof about it. Write to the manufacturer who is guilty of dumb foolishness in trying to turn hand-springs in print. But remember that advertising has done a good job in this country, as the President has said, in raising levels of living.

It is about to do such a job for new ideas in living, for better standards that its wildest proponents never dreamed about. So don't get sore at a real power and force for a better life for coming generations, just because less than 4 per cent of advertisers went slightly haywire during the highly competitive times. Stick along with the good 96 per cent, object to the diminishing 4 per cent. The use of sound advertising, by the great majority of manufacturers proud of their merchandise, is going to do more to drive out the chiseler and the man who sweats labor than a hundred codes and a flock of Blue Eagles. Help this big job along.

I thank you, mesdames.

Associated with Walter Daily, Inc.

Walter J. Daily, who last month resigned the advertising and sales promotion managership of the General Electric special appliance division to set up his own agency, announces that his organization will consist of himself as president, of Walter Daily, Inc.; vice-president, Stanley C. Patno, formerly a sales promotion official with the Roger Williams Co., Cleveland, and secretary-treasurer, Ira Cope, formerly head of Cope, Inc.

DeSoto Appointments

Burch E. Greene is now director of advertising and sales promotion, and W. A. Hilman is director of service of the DeSoto Motor Corporation. This is in addition to similar positions which both Mr. Greene and Mr. Hilman hold with the Chrysler Sales Corporation.

Names Campbell-Ewald

The advertising account of the Chi-cago, Duluth & Georgian Bay Transit Co. has been placed with the Campbell-Ewald Co.

Has Bird Seed Account

John A. Bruce & Company, Hamilton, Ont., bird seed, have placed their adver-tising account with A. J. Denne & Com-pany Ltd., Toronto.

"Independent Grocerman" Change

The Independent Grocerman" Change
The Independent Grocers, official
publication of the Independent Grocers'
Alliance of America, will be published
in magazine form, according to J. Frank
Grimes, president of the voluntary organization, who states that the publication will carry some advertising. Heretofore, the publication has been issued
in newspaper form. The staff of the
magazine will be as follows: Lawrence
J. Jacobs, editor; J. Victor Guthrie, advertising; A. G. Pederson, associate
editor, and Dale W. Nolan, technical advisor and production manager.

Spud Appropriation Increased

The Axton-Fisher Tobacco Company, Louisville, manufacturer of Spud and Twenty Grand cigarettes as well as other tobacco products, has increased its advertising budget for the year 1935 by approximately 20 per cent over last year. Advertising plans call for a continuation of the consistent newspaper campaigns to reach people who suffer from hay fever, nasal and throat afflictions. Four publications have been added to the list of magazines used last year.

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Cone to Return to L & T

Fairfax M. Cone, account executive and copy writer, formerly with Lord & Thomas and more recently with the New York office of J. Stirling Getchell, Inc., will return March 1 to the San Francisco office of Lord & Thomas.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rescell
John Irving Romer, Editor and President
1908—1983

PRINTERS' INK PUBLISHING Co., INC. 185 MADISON AVENUE, NEW YORK

BOT DICKINSON, President DOUGLAS TAYLOR, Vice-President B. W. LAWRENCE, Secretary DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor C. B. LARRADES, Managing Editor R. W. PALMER, Associate Editor ARTHUB H. LITTLE, Associate Editor BERNARD A. GRIMES, New Editor H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue: Andrew
M. Howe, Associate Editor; P. H. Erbes, Jr.
Washington, 1208 Carpenters' Building:
Chester M. Wright.
London, 110 St. Martin's Lane, W. C. 2;
McDenough Bussell.

Chicago, © North Michigan Avenue; Gese Compton, Manager, 1915 Olive Street: A. D. McKinney, Manager. Pacific Ceast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland. Subscription rates: 33 a year, \$1.50 six months. Canada \$49 plus duty \$2.00 sysar. Foreign \$5.

NEW YORK, FEBRUARY 21, 1935

Money, Marbles, or Chalk room in Washington, a voice intoned: "The Honorable, the Chief Justice and Associate Justices of the Supreme Court!"

And in Wall Street, a ticker clattered excitedly into action, to spell out the news that the Justices were taking their places and that in a moment their chief would start to read....

And now the "gold cases" are history, highlighted in memory by the drama amid which they unrolled. For drama was there. We Americans constantly revel in tense expectation. Would the Court uphold the Administration? Or would an adverse decision throw commerce and finance into chaos?

And the Chief Justice arose, and he cleared his throat, and in effect he said: "That which Congress did was illegal; but there's nothing to be done about it."

Thus the climax.

Or was it anti-climax? For the

next morning the sun rose as usual. The railroads ran on time; and the normal number of puffing commuters missed their trains. Wiley Post went on with his preparations to broad-jump the continent; and the stock market, not knowing what to do, went up in the air, also.

Of course, there were those in the business community who sought interpretations. What did the de-

cisions portend?

Well, depending upon in what camp you found them, the interpreters differed so widely as almost to amaze. Vibrantly, the Democratic seers rejoiced: "Hosanna! The President is confirmed!" Solemnly, the Republicans rejoined: "The Court has sounded warning that hereafter no man may play fast and loose with the national honor!"

Thus, politically, any man might take his choice. But wise men remembered that, all recent phenomena to the contrary notwithstanding, politics and business are separate.

And within twenty-four hours, optimists were forecasting a boom!

Of course, there'll be no boom. But definitely the gold decisions will exert a salutary effect. They have bridged another River of Doubt. They have leveled another barrier that lay in the way of supended commitments.

And what is the moral for merchandisers. There is none! For any merchandiser worth his postage already knows that, despite Washington, despite the professors, despite the economists, he can sell goods for money, marbles, or chalk—now or any other time.

That, brethren, is your immediate job. You can do it. Yea, you can do it even if our nation return to the wampum of our red-Indian predecessors, in whose wholly practical view any economist indiscreet enough to stray at large and bay at the moon would be just another prospect for scalping.

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Feb. 21

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Yea, you n return d-Indian lly pracndiscreet and bay another Carburetor Joins Coupler Spite handicap, business—and bus

pite handicap, business—and big business, at that—steps into new fields of operation and lays out capial on the wager that we shall yet come back.

Philosophically and economically significant was the announcement lat week that General Motors, through its subsidiary, the Electro-Motive Corporation, plans a program of expansion in a comparatively new industry. With its subsidiary, G-M will proceed immediately with the construction of a new factory, wherein to manufacture Diesel-electric equipment for railroads.

In this field, the corporation foresees a growing market. Although the recent and spectacular performances of the Burlington's Zephyr and Union Pacific's M-10001 and Boston & Maine's Flying Yankee have stirred public interest in what looks to be a brand-new railroading development, the re-powering of railroads has been going on moderately, for a number of years. Now, with the prospect that rail traffic will increase, railroad managements are turning with greatly increased interest to types of motive power and rolling stock that will cut operating costs.

Especially important is this General Motors move because it will help to stimulate an industry that produces capital goods.

Says President Alfred P. Sloan, Jr.: "During the last few years the railroads have not replaced their equipment and much of it is now obsolete. With any increase in traffic, there will be need for replacements. Any resumption in operations by the producers of capital goods, such as here is contemplated, will help remove a fundamental barrier to recovery and stimulate greater industrial activity."

Time was when the automotive

industry considered itself the railroad's competitor. And now, mirable dictu, the carburetor joins the coupler in a new partnership for better business!

30 Hours
a Week

Publishing Company, thinks that
passage of the Black-Connery Bill,
making it a crime to allow anybody
to work in office, shop or factory
for more than thirty hours a week,
would "bring down upon our heads
an immediate and appalling dis-

aster."
Possibly Mr. Muir has overstated the probable consequences of
this measure with its weird bootstrap economics. But his statement
of the situation, made the other
day over a nation-wide radio hookup, constituted a notable service to
the country.

"Faced with such a law ordering an increase in labor costs of onethird immediately," he said, "most small businesses and all but a few of the biggest corporations would have to shut down. There are now millions jobless. I should expect the Black-Connery Bill to double their number very quickly."

From this distance his reasoning seems unassailable. The manufacturer under these circumstances would have to raise his prices. Prices are high enough, some too high, already. People would then stop buying and he would perhaps have to close his factory. He would not close out of pique or meanness, as some of the academic uplifters claim. He wants to keep his factory going—because otherwise he would not be able to make any money.

Many thoughtful people say it is not necessary to do as Mr. Muir did and speak against this measure. They think it is so fantastic that it could not possibly pass—that its chief purpose is to furnish a convenient medium for some of the

radicals to blow off a little steam.

But Mr. Muir is right. Just because a proposed law may be of the crackpot variety is no reason why it may not be enacted.

With powerful agitators such as Father Coughlin going full blast, almost anything may be slipped over on the more conservative element.

To Sleep, to Dream—

By post—through the always-dependable New York State Colleges of Agriculture and Home Economics in co-operation with the U. S. Department of Agriculture co-operative Agricultural Extension, Acts of May 8 and June 14—we learn that upstate New York has been shaken by a speech and a disclosure.

It seems that Charles M. Gardner, of Massachusetts, editor of the National Grange Monthly, went over into New York and delivered a speech at a Farm-and-Home Week. And on the same program, the observing Dr. W. J. Hamilton, Jr., of Cornell, disclosed that the opossum is on the increase.

Said Editor Gardner, who hadn't yet heard about the opossum and who didn't care a darn if he was speaking, at least vicariously, under the auspices of Professor Tugwell: "Even though this nation is the richest, the most powerful, and the most intelligent, it has permitted itself to be drawn into one delusion after another. So deepseated has become this kind of thinking that the result is almost chaos."

We've been deluded into believing, Mr. Gardner went on, that a nation can spend indefinitely and never have to pay, that it can borrow its way to prosperity, and that as work decreases prosperity actually increases.

But the 'possum, Dr. Hamilton's discovery, said not a word. For the 'possum was fast asleep.

And where was the eagle? Where

was the eagle of gold—where the eagle of blue?

The eagle, boys and girls an all up-staters in every State, he moulted and waned and expired And the 'possum waxes fat an his tribe grows in number because, consciously or unconsciously, we're adopted him as our new national symbol.

You see, you don't need to delude a man while he slumben. With his dreams, he deludes himself.

For Civic
Dyspepsia
of selling itself to itself. Its undertaking well might stand as an example for other municipalities.

To assemble copy material, the secretary of the Chamber of Commerce has written a round-up letter to civic, social, professional, and business leaders. seems to be a growing impression. his letter says, "that our town is slipping. It is said that we're slow, and dowdy, and drab. Even some of our merchants complain that, as a community, we're on the down grade. Out of your experience, out of your day-to-day routine of work and of contacts, can't you find something that points the other way? Will you write me a letter? And please be specific."

Out of the information that comes in, the city's advertising men will create an advertising campaign, aimed at the city's citizens, and designed to re-kindle civic pride and civic confidence.

How many other towns are afflicted with acidity? How many others need a corrective diet of facts? How many others need to be reminded that, respectively, they're the best danged towns in seventeen States?

Many of them!

And here, surely, is an opportunity to salvage and strengthen a potent kind of public morale. -where the

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MARKET QUALITY

STUYVESA

t's WEALTHY

. 123,913 (ABC) of America's wealthiest families and the prominent architects who will advise them in their building and remodeling programs for 1935.

BUILDING

During the past few months, 1863 readers of THE STUYVESANT BUILDING GROUP have requested the booklet "When You Build."

1104 readers will build new homes.

759 readers will remodel their homes.

These building programs represent millions of dollars of sales to manufacturers of quality building materials and equipment. What are you doing to get your share?

BEAUTIFUL HOUSE AMERICAN ARCHITECT OWN & COUNTRY

This is an active market—wealthy people who have indicated they are going to build, remodel and equip their homes. THE STUY-VESANT BUILDING GROUP deserves first consideration for your 1935 advertising schedule. It will pay dividends.

THE STUYVESANT BUILDING GROUP

aurence A. Weaver, DIRECTOR GROUP SALES

72 MADISON AVENUE . NEW YORK

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Rural and Farm Publications

Commercial Advertising Linage for January

(Exclusive of house, livestock, baby chick and classified advertising)

Monthlies			1935 1935	1934	
			Pages Lines	Lines	
1	935	1935		†The Farmer	
F	Pages	Lines	Lines	Minnesota Edition 14 10,651	12,339
Country Gentleman.	21	14,558	14,428	Dakota Edition . 10 7,817	10,442
Progressive Farmer				Local Zone Adv. 15 11,944	2,949
& Southern Ruralist				Prarie Farmer	
Carolinas-Virginia				Illinois Edition 15 10,583	13,422
Edition	18	12,908	10,740	Indiana Edition . 12 8,396	9,095
Miss. Valley Ed	16	11,981	9,853	Nebraska Farmer . 14 10,345	10,18
Georgia-Ala. Ed	16	11,609	9,721	Local Zone Adv 7 5,225	5,40
KyTenn. Ed	16	11,483	9,733	Average 6 Editions 15 11,216	11,08
Texas Edition	15	11,281	10,291	Idaho Farmer 12 9,414	8,29
All Editions	12	8,865	7,940	Local Zone Adv 567	
Average 5 Editions	16	11,853	10,068	Wis. Agriculturist &	
Successful Farming	19	8,695	8,667	Farmer 11 8,553	10,74
Country Home		7,606	6,508	New Eng. Homestead 12 8,289	9,30
South. Agriculturist		7,596	6,810	Ohio Farmer 10 7,673	10,27
California Citrograph		7,563	5,259	Michigan Farmer . 9 6,827	6,27
Capper's Farmer		7,476	8,622	Kansas Farmer, Mail	
Southern Planter .		6,958	5,775	& Breeze 8 5,833	6,01
Farm Journal		5,988	5,638	Local Zone Adv 1 976	
Western Farm Life		4,186	3,028	Ind. Farmer's Guide 7 5,509	8,67
Breeder's Gazette .	7	3,201	2,493	Missouri Ruralist . 7 5,217	4,34
Wyoming Stockman-		0,001	2,775	Local Zone Adv 2 1,548	
Farmer	2	1,997	1,983	Dakota Farmer 7 5,073	8,36
Bureau Farmer	4	1,687	1,352	†Formerly called Farmer & F Stock & Home.	arm,
Semi-Mo	nth	lies		Weeklies	
Hoard's Dairyman.	12	8,521	7,619	(4 Issues)	
Oklahoma Farmer-		Ojona	. 10.22	The state of the s	
Stockman	10	7,516	9,795		17,16
Farm & Ranch		6,839	8,156		14,37.
Arizona Producer .	8	5,991	8,099	Dairymen's League	
Montana Farmer	7	5,081	7,683	are a second	*2,660
Utah Farmer	7	4,999	4,827	*Five Issues.	
Missouri Farmer	6	4,444	6,301	Farm Newspapers	
Arkansas Farmer .	4	3,101	2,886		
AIRAHSES FAILUCE .		3,101	2,000	(5 Issues)	
Bi-Wee	klie	20		Kansas City Weekly	
(2 Issues)			Star		
(2 199	ucs)				16,800
California Cultivator		17.845	10,611		17,125
Amer. Agriculturist	19	14,081	13,071		15,470
Local Zone Adv	2	1,223	1,572	Dallas Semi-Weekly	
Pennsylvania Farmer Wallaces' Farmer &	18	13,949	11,589	Farm News 3 6,979	7,366
	17	13,622	16,666		†4,82
				†Four Issues.	
Iowa Homestead.		11.001	9.298		
Iowa Homestead. Washington Farmer	15	11,001	9,298	The state of the s	ine
Iowa Homestead.	15	11,001 1,099 10,731	9,298	(Figures compiled by Advertis Record Company)	ing



America's Oldest **Holstein Herd**

on Farm of a Subscriber to the Dairymen's League News

In 1869, Gerrit S. Miller, now in his 90th year, imported 53 Holstein-Friesian cattle from Holland. The present cows on the Miller Farm are descendants of this original imported herd.

It is significant that a Dairymen's League sign hangs over the barn door on this historic farm.

Today, more than a million cows-Holsteins, Guernseys, Jerseys and Ayrshires—make up the 50,000 herds owned by subscribers to the Dairymen's League News.

The pioneering spirit which animated Gerrit Miller still impels the dairymen of the New York Milk Shed to seek new and better products and methods.

You can reach these forward-looking dairymen most economically through their organization paper.

Ask our Business Manager for facts and figures

DAIRYMEN'S LEAGUE NEWS

NEW YORK 11 W. 42nd Street R. L. Culver, Bus. Mgr. Tel. PEnn. 6-4760

CHICAGO 10 So. LaSalle St. J. A. Meyer Tel. Franklin 1429

"The Dairy Paper of the New York Milk Shed"

sing)

935 1934 Lines Lines

0,651 12,339 7,817 10,442 ,944 2,949 ,583 13,422

3.396 9,095 ,345 10,186 ,225 5,407 ,216 11,087 ,414 8,295 567

553 10,741 ,289 9,300 673 10,271 827 6,277 833 6,010

& Farm,

543 17,161 066 14,373 73 *2,660

62 16,800 45 17,129 64 15,470

79 7,366 38 14,820

ertising

The Little Schoolmaster's Classroom

RECENTLY the shown a business-paper advertisement of Florence Stoves which was so effective that a retail dealer requested reprints for distribution to his mailing list. Class member J. W. Mason, advertising counsel, The Union Fire, Accident & Gen-eral Insurance Company, sends a copy of a letter his company received from an insurance agent in Greensboro, N. C. The dealer sent in a clipping of

an advertisement (which is reproduced in this column) on which he said, "This is the most effective advertisement the writer has ever observed and in the opinion of the writer it is especially fitting during these times of intense mutual competition."

Accompanying this eulogy was a request for reprints.

The Schoolmaster is often into as been as ested in the fact that many adve hich the S tisements which make an unusu impression on dealers and cor on by adve sumers would have a sum of the s sumers would have a very sma

impression on dealers and con on by advisumers would have a very smatchance of being picked by professional jurors as among the advertisements of the year. However tisements of the year. However the jury that decides on the effectiveness of an advertisement is the retailing and consuming public.

The Schoolmaster hopes to present to the Class from time the sent to the Class from time the time other advertisements which have received unusual trade as ceptance.

Members of the Class frequents have brought into their conversations the huge problem which confronts radio in trying to meet the demands being made upon it for a tore. The circulation yardstick that will be acceptable to buyers of time. Many are with surveys have been made to meet the demands, all interesting in substitute their attempts to provide a real analysis of circulation.

The latest study is one undersided the problem which confined the problem which confirmed the problem which confirmed the problem with the confirmed the problem which confirmed the problem

analysis of circulation.

The latest study is one undertaken by NBC which introduces a load vertising. It answers the need for a term which covers both a good influenced to a measurable degree by a radio station or network. The word chosen is "airea" which is used to chart potential circulation in relation to total radio families. In the task of determining airea, coverage, 21,360 field signal measurements were made. The magnitude of this job is indicated by the fact that 232,218 miles were traveled by eighteen crews of engineers with their mobile or portable equipment. Their studies are the basis of charts which illustrate physical coverage.

physical coverage.

terest, audience mail was analyzed kind. over a period of months. Only mail specifically addressed to indi-



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dual stations was used and 100,000 letters were coded and bulated. The results were applied the number of radio families in ch county, thus giving data as to density of response per thound radio families.

A detailed report of the study as been assembled in a portfolio hich the Schoolmaster knows will ften inte my adver n unusu subjected to thorough examina-

on by advertisers.

by profe in 1933, the Eli Lilly Co., the advertised an interesting service for the effect tail druggists, with the object of the effect tailers as possible back on their set open test. It secured, from 271 phartime to the profession openations, the annual report of their ts which \$32 store operations.

The idea was to study and comare these reports, and give the

rade at The idea was to study and comare these reports, and give the
etailer any constructive criticism
requents that might be indicated. Every
convers, fore that participated in this serick received a digest of the statemeet the ments submitted by all the other
it for a tores. Thus each participant had
will be in opportunity to compare his fige. Many mes with the general average for
to meet ret, salaries, cost of merchandise
string in old, advertising, turnover, mara real in, and profit or loss.

Thus far results of the plan are

sting in 600, advertising, turnover, mararel in, and profit or loss.

Thus far results of the plan are under in indication of its soundness. In indication of its soundness. In indication are under in indication of its soundness. In diduces a 1933 profit and loss statements for each of these represented stores that had a zone made use of the service the year degree before. The Schoolmaster was instructionally in the service of the two years' reports, the trested to note, that from a combine in it was found that despite lower amilies volume in 1933 than 1932, many mining stores were able to secure a better disagrees were was larger.

In "Tile and Till," house magaritable in offered to druggists for 1935. It is encouraging to see manufacturer and distributor maketer in any are intelligent.

manufacturer and distributor mak-ing an intelligent effort of this er inkind. alyzed

> What, if anything is the value of each call made by salesmen?

Only

indi-

A NEW PRODUCT That buyers & users Of printed ADVERTISING Would DO WELL to study Is PALLADIUM LEAF.

Stamped on Leather, Fabrics, or Vulcanite and "gilded" on Plaster, Wood, Glass, Metal, Stone, or Plastic

Materials, its deep, rich silvery LUSTRE is UNEQUALLED by

Any other STAMPING material It WILL NOT TARNISH. It

Is UNAFFECTED by chemicals Such as are ordinarily found

In leather. It will give

DISTINCTION to your CATALOG COVER, for instance.

WRITE for SAMPLES

HASTINGS & COMPANY

Gold Beaters for 115 years

819 Filbert St., Phila., Pa.

1332 W. Grand Ave., Chicago, III.

News.

Advertising Agency now being formed

- An Account Executive now servicing accounts is offered the opportunity of having his name included in the corporate name.
- A principal of a large agency starts this new business with eight active national accounts.
- Excellent creative unit and complete service department now in operation.

nvestment desirable but not essential. Give brief history and previ-ous connections. All replies will be treated with strictest confidence. Address "B," Box 59, Printers' Ink.

MAN WITH IDEAS

Continuously employed for the past ten years, seeks connection as adver-tising manager or assistant. Thor-oughly grounded in copy writing and layout. Unusual knowledge of print-ing and advertising production. Sound experience in direct mail, packaging, and displays. This man is old enough to welcome responsibility, yet young enough to adapt his efforts to the needs of an organization. Age 31, mar-ried, a Christian. University trained. Continuously employed for the past

Address "A." Box 58. Printers' Ink

ing the year. He divided this fig-ure by his year's sales total. He discovered that it took twenty calls

house-to-house canvassing) for him to make one sale. So he figured that each call was worth 60 cents to him, whether he made the sale or not.

An interesting answer to this ques-

tion, based on the experiences of

one salesman, is furnished in a recent issue of "The Electrons

The salesman in question at

down one day and estimated the

number of calls he had made dur-

He decided to keep a record for the next six months to see if he could raise the number of calls he made per day without lowering the ratio of sales to calls. The result was that he not only raised his daily quota from ten to eleven calls, but also increased the number of sales from one out of twenty to one out of seventeen. This, in turn, increased the value of each call from 60 to 95 cents.

This would seem to indicate that salesmen's calls have a cumulative effect. By getting a large number of prospects to consider his proposition, the salesman can close sales on additional visits with greater frequency than would otherwise be possible.

. . . From the McCall Company the Schoolmaster has received a tabulation of the results of an investigation to determine women's electrical appliance preferences.

One thousand seventeen women

Booklet Prices

Printed on 60-lb, M. F. Book Paper Black Tak 5M 10M 25M 8 pages 8 ½ x11 ... 387.05 \$196.15 \$198.55 1 ... 118.95 168.60 \$15.56 32 ... 220.25 \$20.00 596.66 Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

ADVERTISING REPRESENTATIVES

A 35 year old general magazine in a specialized field seeks first-class representation on the Pacific Coast, Chicago, Cicinnati, Detroit and Boston. Only as experienced, aggressive, business-getting organization or individual will be considered. A change in policy offers these opportunities. Give complete information, selections will be made immediately. Address "D," Box 60, care Printers' Ink

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GIBBONS KNOWS CANADA

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RUSI An Estab tative wi energywho wish the Chicago salary basi

You Hap Capable # high class class effect

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National illustrate man wit points i Lavout but by distinctly Chicago. ceptiona Box 506

EXACT Testimo grams, mdred Laurel WHIST VICE. VICE, establis

> 01 Grayba and ste

Classified Advertisements

BUSINESS OPPORTUNITIES

As Established Publishers' Representative with experience—enthusiasm and one orgy—offers his services to a publisher who wishes aggressive representation in the Chicago territory—either commission or slary basis. Box 494, P. I. Chicago Office.

salary basis. Box 494, P. I. Chicago Unice.
De You Want Capable Advertising
Representative in Chicago!
Capable man, with many years successful experience with best eastern papers,
is open for a new connection. Wants
high class paper and can promise high
classeffective representation. Box 500, P. I.

PACIFIC COAST REPRESENTATIVE

Open for connection Spring 1935. Well acquainted with the territory. Experienced in management, distribution, credits, financing, merchandsing, liquidation, reganization. Especially interested in major lines of home equipment. Successful record. Will travel. Excellent references. Address

THOMAS J. MERCER
915 Commercial Exchange Bidg.
Los Angeles, Calif.

HELP WANTED

Man with syndicate promotional experience, who has contacted national advertising accounts, to manage project similar to cooking school. Commission basis. Box 499, Printers' Ink.

BRANCH MANAGERS Wanted—Cities over 600,000. Men or women understanding Advertising. New, non-competitive medium. Permanent. References, snapshot. Box 504, Printers' Ink.

Manager for successful A. B. C. trade paper. Excellent opportunity for right man who can supervise all departments. Write fully, stating experience, age, salary expected, etc. Box 498, P. I.

Idea Man For Illustrations

ROF IIIUSITATIONS
National leader in its field producing illustrated sales material needs young man with aptitude for dramatizing sales points in simple, effective illustrations. Layout or rough sketch ability useful distinctly not wanted. Permanent work. Chicago. Good starting salary and exceptional future for right man. Reply Box 506, Printers' Ink.

MISCELLANEOUS

EXACT reproductions of Sales Letters, Testimonials, Bulletins, Pictures, Diagrams, etc.; \$1.50 hundred copies; add'l hundreds 20c. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

WHISTON PRESS CLIPPING SER-VICE, Walker Bldg., Buffalo, N. Y., established in 1900, offers intensive national or local coverage on dealer ads, publicity releases, business leads, etc.

TDEAL FOR THE
ONE-MAN ORGANIZATION
Graphs Bidg. space for rent. Telephone
and stenographic service. The Burritt
Lumber Sales Co., MOhawk 4-8677.

POSITIONS WANTED

Twelve years experience in Advertising, sales promotion and sales supervision. University graduate seeks position where he will have greater opportunities. Excellent references. Box 497, P. I.

Advertising Bookkeeper-Secretary
Complete charge of office routine. 10
years' experience—full charge double entry books—credits, collections, billing.
Al References. Box 501, Printers' Ink.

Experienced Executive, past printer and accountant, wishes to contact advertiser in No. Cent. States; features house organs, pep-talks, new ideas of all kinds. Age 50, \$100 week. Box 507, Printers' Ink.

PRINTING BUYER—Alert woman, 15 years estimating for New York's largest printers—desires position with large organization as printing buyer. Complete knowledge paper, engravings. Available March 1st. Box 502, Printers' Ink.

ADVERTISING. Ideal assistant manager. Idea man. Good copy, sparkling layout; lettering; production. Product designer. Rounded manufacturing-merchandising experience. Strong correspondent. Stenographer. Box 503, Printers' Ink.

CINCIDNATI—Opening as assistant to advertising or sales manager desired by young woman experienced writing copy, making layouts, merchandising. Offers woman's viewpoint as valuable where product goes into home. Box 505, P. I.

TO WHOM IT MAY CONCERN

single—healthy—26—smart—generous—capable—congenial—honest—loyal—brilliant—temperamental—efficient—clean—personable—former reporter and as straight-brained and ten-fingered a copy and idea man as ever was wants a job. ????????

Address Box 486, Printars' Ink.

A SECRETARY WITH A GOOD JOB WANTS TO GIVE IT UP

Of course I'm foolish, but I have a brain and I want to use it. I have a brain and I want to use it. I have 4 years' experience in advertising and miscellaneous literary work. I can take orders as well as dictate them. I won essay prizes and two scholarships at college but do not boast about them. I am an expert stenggrapher but would prefer to forget it. I am 24 years old; I don't think my appearance is against me. I'm worth more but would start at \$30. I think I would be an asset to any enterprising organization. Address Box 508, P. I.

b. 21, 1935

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The state of the state of the same of	

Advertising rates: Page \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

were queried. They had 8,832 electrical appliances in their homes. Since women of means were questioned their average of 8.73 appliances per home was high.

The interesting part of the investigation, however, was its indication of the popularity of various appliances and their percentages. The Schoolmaster lists the first dozen appliances in their order with the percentages uncovered by McCall's.

or court of	
" OF LETT A PROPERTY OF STREET	Per cent
Iron	96.5
Radio	
*Floor-type vacuum clean	ers.76
Toaster	
Clock	53.5
Waffle Iron	51
Refrigerator	442
Washing Machine	41
*Percolator	39.1
Fan	35.1
Sewing Machine	31.9
Heater	30.2
Notes: *Floor and ha	ind-type
vacuum cleaners listed	sepa-
rately.	
**Percolators and coffee	makers
listed separately,	

Another interesting thing uncovered by the investigation were the electrical appliances not in use. The ten appliances most frequently mentioned as not being used, though owned, were as follows, ranked in order of mentions:

Heater, percolator, waffle iron, fan, floor cleaner, washing machine, toaster, radio set, clock and grill.

In answering the question "Which

In answering the question "Which five electrical appliances do you consider most essential?" women ranked irons first, radio sets second, floor-type vacuum cleaners third, refrigerators fourth and washing machines fifth.



Appoints San Francisco Agency

The Gerth-Knollin Advertising Agency, San Francisco, has been appointed to handle the Pacific Coast advertising of the Davey Tree Surgery Co., Ltd. The Ferry-Morse Seed Company, advertising of which is now handled by Gerth-Knollin in nine Western States, has released an enlarged spring schedule in farm papers, newspaper garden pages and garden magazines. Radio is also being used.

the



BRIDGE SCORE

Bridge is by far the most popular and most frequently played game in America. An essential to every game is the bridge score, seen by four or more people at each table. These facts not only make any bridge score an effective advertising medium of unquestioned value, but add mystery and permanence and it becomes a supreme sales promoter.

The Magic Bridge Score is especially well suited for use as a premium or advertising novelty by manufacturers and dealers. Samples will be submitted upon request.

MEDALLION 3-3500

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE AT 34TH ST. NEW YORK, N. Y.

....96.595.67353.551

5. 21, 1933

832 electrones. Fre questa 18.73 apgh. The inits indivarious

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In Chicago and suburbs alone, over 644,000 families read the Tribune daily. It is Chicago's oldest newspaper and its most vigorous one. Because it prints the news—comprehensively and without compromise—and because it more intimately reflects and interprets their interests, over 260,000 more families—68% more—in metropolitan Chicago read the Tribune than read any other Chicago daily paper.

medium of unquestioned roles, but or

Chicago Tribune

Average net paid daily circulation during the tix months' period ended September 30, 1934—city and suburban 644,000—Total 801,000